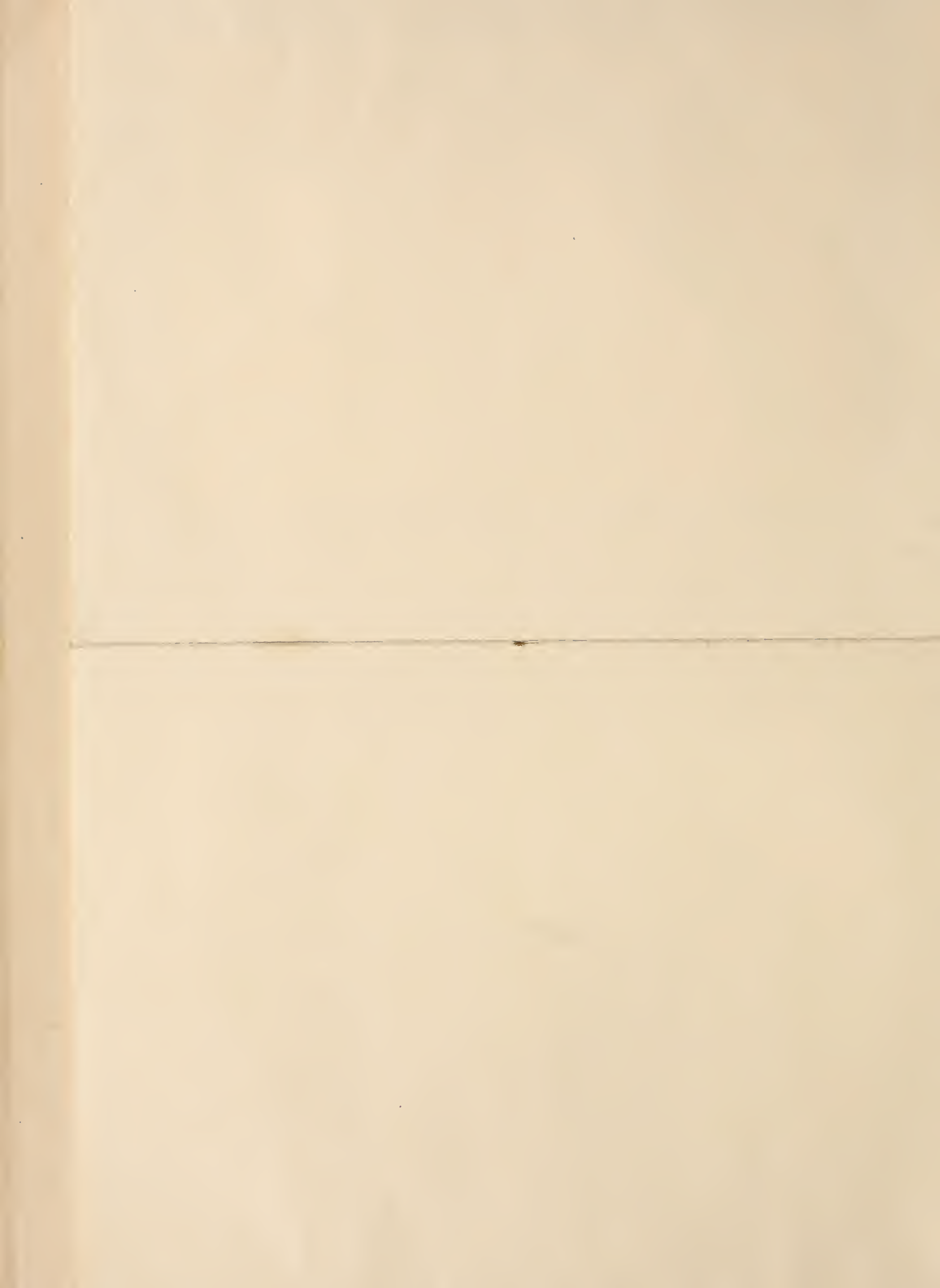


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VOL. XX.

No. 9.

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THE FARM-POULTRY

MONTHLY

REGISTERED IN UNITED STATES PATENT OFFICE

September, 1909.

Contents.

Thirty-Fourth Annual Meeting of the American Poultry Association - - - - -	237
Purity or Quality - - - - -	240
Some Advertising Problems - - - - -	241
Topics of the Times - - - - -	242
A Little Poultry House History - - - - -	243
Connecticut State Association Meeting - - - - -	244
Worrying About the Poultry Editors - - - - -	245
The Editor's Question Box - - - - -	247
A Poultry Book That Is "Different" - - - - -	248
Still Another White Diarrhea Theory - - - - -	250
Trade Topics - - - - -	251

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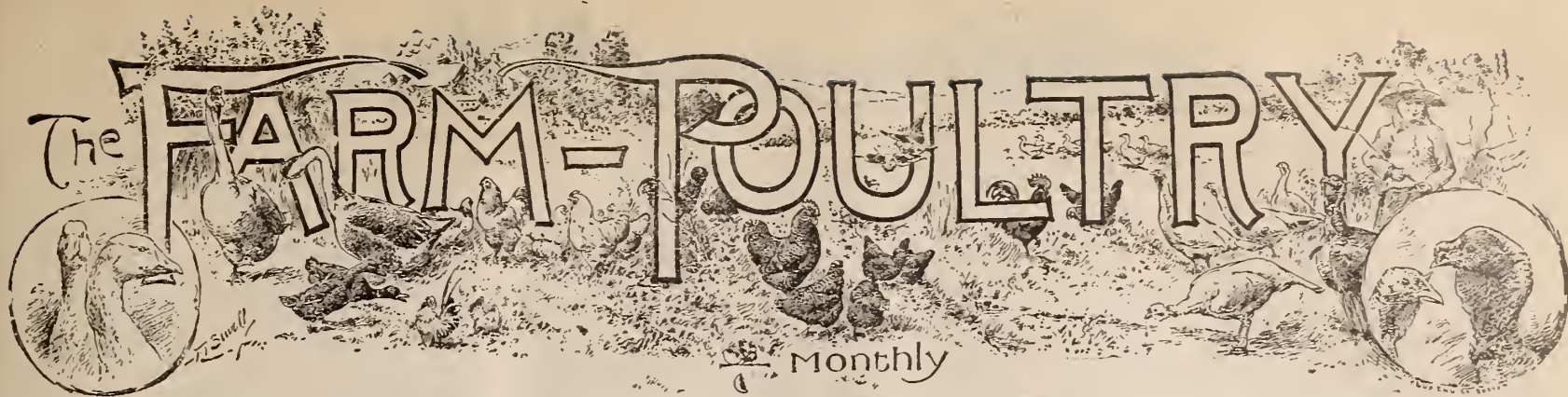
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Vol. 20.

BOSTON, MASS., SEPTEMBER, 1909.

No. 9.

Thirty-Fourth Annual Meeting of the A. P. A.

LESS than a hundred and fifty persons interested in poultry culture met at Niagara Falls, Aug. 7-13, 1909, to "legislate" for the poultry interests of America. The principal business of the association was the revision of its "Standard of Perfection," and matters relating to it. It had also to consider various amendments affecting its organization. These, though of less direct interest to poultrymen at large than action affecting standards for poultry, are of considerable importance, for things have now reached the stage where the further development of the association and the relations of poultrymen at large to it depend very much upon the development of an organization adapted to the requirements of the situation.

In reporting this meeting the writer will try to give readers of this paper a view of the workings of the convention as he saw them—to recite, not the proceedings of the convention as they will appear in the records, but the story of the convention as one man would tell it to another.

It has become the fashion to speak of meetings of the association as "epoch" or "history" making. In a limited sense that is true—of all conventions. In a peculiar sense it may be true of particular conventions, but as I compare recent so-called *epoch making* meetings and their results, I am led to conclude that to me, at least, it is not given to be able to distinguish the real epoch making conference at close range. At a little distance they all look very much alike. If obliged to define the difference between them I could only say that it is the coming convention that appears so different from those that have gone before it. We imagine and anticipate that at a certain meeting radical changes will be put into effect, but when the meeting is over and its net results are apparent, we are likely to find that after all nothing very radical has been done.

So it was in this case with the revision of the "Standard." The revision committee had recommended such radical changes as the abolishing of all color disqualifications and of all other disqualifications except natural deformities. To adopt this recommendation would be to depart radically from what may be called the current philosophy of standard making. Whether it would have corresponding results in application of standards as it affects the exhibiting, selling, buying, and breeding of poultry, is another question. The proposition raised a storm (almost a "brain storm" in some sections) of protest. So the disqualifications stayed in. They not only remain, but they are made more stringent than before—a quite natural reaction. Altogether several hours were given to discussion of this point, and the discussion was for the most part fruitless so far as influencing votes was concerned.

To go back to the beginning, and take matters more in order:—The executive board met on Saturday, Aug. 7, at 1 P. M. This board consists of the president, two vice-presidents, the secretary, (it was secretary-treasurer at that time) and nine members at large elected by the entire association, and the presidents of the branch associations. The idea of those who framed the constitution

appears to have been of branches made up of groups of states, in all some six or eight branches. Had this idea prevailed, and branches been established on that basis, the representatives of branches would have always been fewer in number than the members of the board elected by the whole membership. But in making a constitution as complicated as this it is hard to provide for all contingencies, and when the makers had finished their work and pronounced it good, and when they had particularly called attention to the branches as the instruments for bringing the association closer to the people, and the branches began to organize it developed that the members were inclined to organize by states or provinces rather than by groups or sections, and that there was no way of preventing them. This year the results began to be very apparent. There are now organized twelve branches, and movements for separate state branches are under way in nearly as many more states. Indications are that ultimately each state or province will constitute a branch, and that the branches through their repre-

board. Mr. De Graff's attitude in his defense and real or assumed indifference to the action taken against him, were subjects of general unfavorable comment as he remained and mingled with members up to the time of meeting of the association on Tuesday morning. At that meeting he was present, and when New York was called on the roll call, arose with the New York state members. President Bryant immediately halted the proceedings, and informed the association of the action of the executive committee against Mr. De Graff. The question was raised as to whether Mr. De Graff had exercised his right of appeal through written notice to the secretary from the finding of the executive board to the whole association. The secretary having stated that no notice of appeal had been given, motion was made and carried, 52 to 2, by a rising vote that it was the sense of the meeting that Mr. De Graff ought not to be allowed to take any part in the proceedings. He thereupon withdrew from the meeting, and shortly left the city. Mr. De Graff was also expelled from the Rhode Island Red Club of America on similar charges and admissions. Geo. W. Traey, of Kinderhook, N. Y., connected with the charges brought against De Graff before the A. P. A. as the man who had loaned him birds to exhibit, was suspended for one year.

At the opening roll call 106 members answered to their names. At a supplementary roll call on the morning of the second day, 22 more responded. Probably 10 or 15 more were present at later sessions, but not recorded as in attendance. The most remarkable thing about the attendance was the light representation from New York state, only fifteen responding at the opening roll call.

The total of about 140, while not imposing compared with the number interested in poultry, was higher, I believe, than at any previous meeting of the association.

The morning session on Tuesday was given to routine business incident to the reassembling of an organization, and preparation for further business. The board of review to canvass the work of the election commissioner, was elected, the committee on credentials appointed, and reports of the executive committee, secretary-treasurer, and branch associations were made and accepted.

The executive committee made a more detailed report than last year, including in its report written reports from the branches, and a detailed statement of the finances of the association to the close of the fiscal year ending June 30, 1909. This report showed a cash balance at that time of \$854.64. As reported in the executive committee, and unofficially given out from that committee, the association had actually at the time of meeting a deficit of several hundred dollars. Before final adjournment, on recommendation of the executive committee, the constitution was amended to make the fiscal year end July 31, instead of June 30, thus making the financial report show as nearly as possible the actual condition of the association at the time of the annual meeting.

The reports submitted by the branches exhibited a variety of ideas as to what ought to be the subject matter of such reports. Some gave the minutes of their meet-



Houdan Cockerel.

sentatives will control the executive board as effectively when acting in concert as they can even now control the meetings of the association.

A large part of the work of the executive board is necessarily of a routine character. Even routine work can develop sensations. This board at its session following the last annual meeting removed from office for misconduct in office the secretary-treasurer of the association, Ross C. H. Hallock, of St. Louis, Mo. At the first session prior to the thirty-fourth annual meeting Mr. Hallock was expelled from the association. At this session charges were heard against Edward T. De Graff, of Amsterdam, N. Y., accused of various wrong doings as an exhibitor and seller of poultry. Mr. De Graff admitted the truth of charges of faking show birds, and of advertising winnings of birds neither owned nor controlled by him, making no defense except that he had done only what (as he declared) everyone else was doing. He was expelled by unanimous vote of the executive



ings during the year; some briefly summarized the situation of the branch; some offered suggestions for making branch work more effective.

Offices of Secretary and Treasurer Separated.

The afternoon session began with a fizzle. The credentials committee was not ready to report, and asked for more time. Time being granted, the committee, instead of retiring to complete its work, dispersed, the members apparently desiring to take part in the proceedings. Someone asked the chair when this committee would report, and how it was possible to proceed before it had reported. Then the committee got busy. It was discovered afterwards that the members of this committee, supposing their duties purely perfunctory, did not begin until just as the afternoon session was called. More than half the afternoon was wasted while the committee tried to find out who was entitled to vote proxies, and how many votes each branch representative had. Only one branch had fully complied with requirements. The rights of branch representatives were finally adjusted only after the credentials committee had reported to the association, the branches in error allowed to amend their reports, the report of the committee returned to it, and revised to accord with the amended reports of the branches, and then returned to the meeting. By that time the convention was growing impatient, and when the consideration of amendments to the constitution came up, was in the mood to table everything in sight. As it takes a two-thirds vote to carry an amendment, the advocates of dividing the office of secretary-treasurer let the matter go to the table without a murmur. Toward the close of the evening session a motion was made that all amendments relating to the office of secretary-treasurer be taken from the table and referred to executive committee to consider and report back to the association. This report of the executive committee was made on Friday afternoon. This report was substantially that the executive committee unanimously recommended that the offices of secretary and treasurer be separated; that the secretary be elected, his salary remaining as now, \$1,500 per year, but that the allowance of \$10 per week for clerk hire be discontinued, and the allowance for that purpose determined by the finance committee according to the requirements of the work of the office, which varies in amount at different seasons of the year; that the treasurer be appointed by the executive board. Following the acceptance of the report, the amendments as amended were carried, with only a few dissenting votes.

It seems hardly worth while to report in detail action on amendments of comparatively slight importance introduced and passed to correct faults in the constitution, and not specially affecting its policies or its business.

Place of Meeting to be Voted for Annually.

The next most important amendment passed was that changing the provision of the constitution that kept the place of meeting at the same place for three consecutive years. Henceforth the place of meeting will be chosen annually by mail vote at the general election. Dissatisfaction with accommodations at Niagara Falls has been steadily growing, and the amendment passed in short order.

Invitations for the next meeting have come from Port Huron, Mich.; Toledo, O.; St. Louis, Mo.; and Niagara Falls, N. Y. As far as the writer could sound the feeling of those present, preference was for Toledo, until Henry Steinmensch, who presented the invitation of St. Louis, announced that he would guarantee a hundred life members from that section should the meeting go to St. Louis. It is now up to some of the other aspirants to offer better inducements. St. Louis, while a beautiful and hospitable city, is not exactly a summer resort, though there is no disputing the fact that people live and do business there through the summer. One prominent member of the association was heard to remark that he could stand the heat if the association got the members.

The amendments relating to the licensing of judges, were tabled after considerable discussion. In connection with this matter it developed that several elements with the same purpose in view were working at cross purposes. The executive committee, working under existing provisions of the constitution and by-laws, was undertaking to take the kinks out of the tangle over licensed judges, and had devised a plan that seemed likely to help matters along. The association was considering an amendment offering another remedy. A committee appointed a year ago was looking for a way out of the diffi-

culty along still different lines. As ideas were aired in the debate on the amendment, the situation became so plain that it was clear to everyone that the best thing to do at this time was to leave it to the executive committee to try its plan. The amendment was tabled. The special committee at the proper time reported that it had no recommendations to make—and as matters now stand, both applicants for judges' licenses and endorsers of their applications, will be required to fill out blanks placing them very definitely on record on all points calling for consideration in connection with the granting of licenses. However some of the old judges may object to the license proposition, few things relating to the A. P. A. are more certain than that the association is going to control the judges, and ultimately have a large measure of control over shows. Having neglected some functions too long, it cannot now assume them without friction. Perhaps the licensing of judges has been unnecessarily bungled. That is an argument for correcting errors, not for abandoning a general principle which is sound.

Decimal Score Card Discussed.

The first surprise of the meeting came when on Wednesday morning discussion of the report of the revision committee was taken up. The first thing to be considered was the official score card. D. J. Lambert moved to include the decimal score card with the other, allowing associations and judges to use whichever they preferred. That set the ball rolling. Advocates of the decimal score card had hoped that Uncle Ike Felch, father of both score cards, would be there to urge the advantages of the decimal system, but Mr. Felch was unable to be present, and the advocates of the decimal card did the best they could without him. At the beginning of the debate the speakers in favor of the motion were all New Englanders, but before long support came from other sections, and though the amendment was lost, the debate showed both in the vigor of advocacy of the card and the lack of that quality in arguments against it a great change in the attitude of the association since the matter came up at Rochester five years ago. It is a reasonably safe prediction that if a campaign of education along this line is begun now and pushed vigorously, the decimal system will replace the no-system card when next the Standard is revised.

Importance of Shape Recognized.

The attitude of the association toward the decimal card was but one of several shadows of coming events which appeared at this meeting. Another and very distinct shadow was cast by the prompt, hearty and overwhelming vote in support of the motion of Mr. Cram, of Ohio, to reject the recommendation of the revision committee that, "In case of ties between two or more specimens that cannot be broken by any of the previous rules, the one receiving the least cuts in head, comb, wattles, ear lobes and eyes, shall be awarded the prize," and break such ties by giving the prize to the bird receiving the least cut on shape. I believe that the making of a rule by which the attention of judges and exhibitors will be constantly drawn to the fact that shape is of paramount importance, will have great influence in improving shape. Exhibitors will pay more attention to shape when it counts for so much in close decisions. The attitude of the association on this matter seems to me a better indication of its real attitude toward utility in the Standard than its apparently contrary action in rejecting the proposition of Prof. W. R. Graham, to add to description of breast in all breeds, "keel well covered with meat to the joint of the breast bone." Many of those who voted against that would agree that it should be, but declare that a body and breast that meet Standard requirements will be well covered with meat, hence there is no need of adding that phrase to descriptions. The lack of attention to such practical table properties as well developed, meaty breast, is not in the Standard, but in the application of it. Properly applied, the Standard will be found a pretty good standard to judge utility birds by.

Working Under Difficulties.

After such general topics as instructions to judges, cutting for defects, disqualifications, etc., had been disposed of, the consideration of Standard revision became a good deal of a farce. This was not because the subject was not important, or those taking part in the discussions not serious. The conditions under which discussions of and action on changes in Standard descriptions were carried on were about as unsatisfactory as could well be conceived. The trouble arises from the prevailing obsession in regard to the Standard copyright. As

the Standard has passed through one revision after another, the idea has grown and increased that the precise wording of the descriptions must be very carefully kept out of print until it appears in the completed "Standard,"—and in spite of all the invitation for suggestions and consideration of suggested changes, it is not far out of the way to say that revision of the Standard is degenerating into a convocation for exercise in expressing the same descriptions in different forms—merely changing the words—the object being to make the book so different from the last edition that possessors of that will feel that to be sure where they stand, they must have a new book. The attitude of members of the A. P. A. who have had a part in several revisions affords a good illustration of how largely custom affects our views of right and wrong. I could name men whose word is as good as their bond, men with whom your pocket book would be safe, men who in their personal business affairs would scorn to do what the American Poultry Association does for revenue when it revises its "Standard," yet these men will justify revision on the ground that the association needs the money—cannot live on its income from other sources. I heard one of them say that he was at first afraid it was not going to be possible to alter the "Standard" enough to make the old edition obsolete, but that the committee had succeeded. Such forced revising of standards strikes me as placing the association morally in the category with the bootblack who taught his dog to keep at a distance from his stand and muddy with his paws the boots of pedestrians approaching it. From what I gathered here and there in conversation with members during and after the meeting, I take it that the situation at this meeting brought a good many to a better realization of the real nature of Standard revision.

Absolutely nothing had been done by the revision committee or by anyone else in authority to provide for and facilitate intelligent discussion of and action upon the work of the revision committee. Persons who came expecting that provision would be made at the meeting for this purpose, were surprised to find that they were expected to keep the run of descriptions with the assistance of the hocus-pocus form of notice of changes which had been sent them by the secretary, and a copy of the Standard—if they had had the forethought to bring one with them. Most members had not, for it used to be the custom when the revision was taken up to have a supply of Standards on hand, as well as a supply of printed sheets giving proposed changes in such form that with a very slight effort one could follow the proceedings. To further add to the confusion the revision committee had gone on making alterations in its recommendations right up to the time the matter was taken up by the association. The only way one could be in a position to discuss and vote on the descriptions intelligently, was to take a copy of the present Standard, and the notice of changes, rewrite the whole Standard in accordance with that notice, and with the manuscript before him, take down and insert the changes made in the revision committee subsequent to the giving of notice. Some members had either done this, or written the changes in their copies of the Standard for breeds in which they were particularly interested, but so far as I observed only one person, outside of the committee was in a position to act intelligently; that was editor Curtis, of the *Reliable Poultry Journal*. Some of those who were helplessly groping about thought Mr. Curtis had been specially favored with a copy of the report, and were highly indignant thereat. But Mr. Curtis only did what anyone else might have done had he thought it worth while or anticipated that it would be necessary.

Being in the unique position of the only man in the room not a member of the revision committee (or presiding officer), able to follow the discussion at all points, it fell to Mr. Curtis to make a great many more motions than any one else, and so, whether that was his intention or not, after having withdrawn from the work of revising the Standard, he is again in a position where peculiar responsibility for the Standard of 1910 is placed upon him. Not that it rightly belongs to him more than to others who voted with him, but for whatever faults may afterwards be discovered in Standards put through in this slipshod fashion with many members not voting at all, because they could not follow the proceedings, those who were most conspicuous in the proceedings must take more than their share of blame. Such is the way of the world. However, the writer does not worry either in prospect or retrospect over Mr. Curtis' troubles, and he does not hesitate to say that the confusion in con-

sideration of the "Standard" would have been much worse had Mr. Curtis not been prepared as he was and acted as he did. As a matter of fact, after action on disqualifications had been taken, consideration of the Standard for recognized varieties consisted principally in correcting the report of the revision committee, which had been based on the assumption that its general recommendations would be followed. In general the task of the convention was to undo the work of the committee as to actual changes in Standard requirements, while disturbing as little as possible its merely verbal changes. Several contradictory actions of the association in voting on requirements were discovered and corrected before adjournment. It will be a miracle if several times as many did not get through without notice. The editors of the Standard are likely to find themselves in more than one case called upon to make decisions as to whether the association intended to do a certain thing or its opposite.

It will be a miracle, too, if when the work is completed it is not found that the text of the new Standard considered as a whole is less satisfactory than that of the present one. The revisers, while changing the wording wherever possible, tried to reduce the number of terms used synonymously, and to reduce the number of color terms used. Theoretically, at least, it may be said that in the suggestions of this revision committee the Standard of the existing pattern is reduced to very near its simplest form. Prior to 1898 descriptions for shape were repeated for each variety of a breed in the Standard. In the revision of that year shape was described only once for the breed, and each variety described separately for color. It is held by some careful observers that the separation of descriptions of shape and color is to blame for greater neglect of shape in recent years. In the revision of 1905, and again in this last revision, the tendency has been to exterminate as much as possible, and as far as possible to combine what remains. In color descriptions of new varieties resembling old varieties of other breeds, it has been usual to follow the color description of the old variety. There are multiplying signs now of a reaction. Faint signs of this kind appeared at Rochester five years ago, but nothing to compare with what was observed here.

Tendencies in Standard Making.

Breeders are seeing now more clearly than ever before the difficulty in making varieties of the same breed (in appearance) but of different origin and blood, with different breeding tendencies conform to the same shape standard. They see with equal clearness the objections to making color descriptions for like colored varieties of different breeds identical. There seems to be a growing disposition on the part of breeders to consider each breed and variety separately — to give it a distinct individuality, to get away from conventional styles in shape and color. To what this will lead is not yet clear. It is in tendencies opposed to the policy of the A. P. A., as announced in its constitution, of discouraging the multiplication of breeds. Its logical result, if it continues and develops logically, is to reduce the number of varieties and increase the number of breeds, and in doing so to make a distinct change in the popular idea of what constitutes a breed. There has been a feeling in the minds of many that there were too many breeds and varieties, many of them were not sufficiently distinct in type, and that something ought to be done to check the propagation of so many similar types under different names. It has seemed to me for some time that the time was rapidly approaching when the A. P. A. must either insist on greater rigidity of types, and be strictly consistent in its "recognition" of breeds and varieties, or lean well over to the other way and "recognize" everything with any sort of claim to established type, however closely resembling types already in the Standard. Two things came out prominently in the discussions of the Standard at this meeting: First, the disposition of breeders to insist on standards suited to their breed or variety, regardless of whether what they wanted was in conformity with requirements that had been made uniform for a breed, for a class, or for a color type; second, the disposition of members to allow the breeders of a variety to decide what should be "standard" for that variety. That attitude was equally pronounced both in the revision committee and in the meeting. The situation is especially significant in view of the growing idea that the specialty clubs should decide what should be "standard" — the function of the American Poultry Association being only to see that the standard descriptions are similar in form, and to

make general rules for the application of standards. To the student of poultry culture the situation is full of interest. I never attended a meeting where revision was under discussion where the feeling that the "Standard" then in the making was not to last, was so much in evidence. Though I may be mistaken, I anticipate that the 1915 "Standard" will see some departures that are really radical.

Only One New Breed.

The White Laced Red Cornish got into the Standard. How they might have fared had not the originator, Mr. Card, been on the spot, is problematical. I think they would probably have been left outside, for in a marked degree this was a do-nothing-in-regard-to-the-Standard meeting — and it did as little as possible. But Mr. Card had been on the institute program the night before his breed came up for consideration, and had given the members a most entertaining chalk talk, and they were all feeling too kindly toward him not to accept the breed. I don't mean to insinuate that the breed was not worthy, only that the meeting was in general not much disposed to change of any kind. The Buckeyes, Bourbon Red turkeys, et cetera, stayed in, the revision committee having withdrawn its recommendation that they be dropped. Dr. H. P. Clarke, of Indianapolis, Ind., was there, urging the admission of Old English Games to the "Standard," but unsuccessfully. Added to the do-nothing feeling of the meeting were several other reasons for rejecting this breed. For one thing, some members of the association are cautious about identifying it even no further than the admission of Pit Games to the Standard would imply with the barbarous practice of cock fighting. Again, the devotee of "standard bred" poultry has certain conventional ideas which the petitioners for the admission of Old English Games failed to take into account. No standard for color was offered. They might be of any color. Now the real simon pure standard bred fowl must have a color description, though it has nothing else. Shape may make the breed — in theory, but color makes the standard bird. The argument that Frizzles had no standard for color was of no avail. The appeal to consistency does not as yet make enough impression in A. P. A. meetings to influence the action of the association. Besides, there was in the minds of some members a lurking suspicion that in some way the association was going to become involved in cock fighting. So the Old English Game must try again, and meantime Pit Games will continue to appear as they have in the past, at poultry shows, and will be judged by licensed as well as unlicensed judges. There are some very funny things about the Standard and its relations to poultry interests — if only you open your eyes wide and look for them.

Old R. I. Red Club Wins.

The battle between the two Rhode Island Red clubs was going on in committees, and club meetings, and out of them until the last evening session. The old club advocating the present standard, won out, and R. I. Reds will continue to have ticking in the hackle of females and to be in other respects as the older breeders want them — for a little longer. The final outcome will depend a good deal on general conditions. If R. I. Reds follow the usual course of evolution of breeds in fanciers' hands, they will some day be an all red fowl. If the tendency mentioned above toward development of breeds and varieties more in accordance with their actual tendencies prevails, this breed is more likely to remain as it is.

Standard Illustrations.

The discussion of the samples of retouched photographs submitted by artists Schilling and Burgess, was rather listless. This may have been because members were getting very tired, or it may have been because the illustrations are not to be finally passed upon until next year, and they could not see the necessity of warming up about them at this time. It appears that nearly all parties concerned have been under a misapprehension about the contracts for illustrations. The revision committee, as now transpires, had no authority to make contracts. That comes within the province of the editing and publishing committee, composed of Messrs. Kimmey, Sewell, Denny, Bryant, and Nichols. There was some criticism because two of the five members of this committee were in the employ of Mr. Curtis, the mover of the resolution naming and appointing the committee. If Mr. Sewell is to furnish illustrations the criticism would seem to be well founded as far as he is concerned. In the case

of Mr. Denny, there is little real ground for objection. He was appointed to take Mr. Curtis' place on the revision committee after the latter's resignation; at that time he was in no way associated with Mr. Curtis, and while "G. M. C." is popularly credited with more than the normal quantity of desire to have things done his way, and probably never urged a man in his employ, or out of it, to vote against what he wanted, I never heard of his bringing undue pressure to bear on an employee in matters of this kind. I know that men in his employ have antagonized him in A. P. A. matters, but I never heard that his attitude toward them was different on that account. I don't say these things in defense of Mr. Curtis, who can take care of himself. I state them in the interest of fair criticism of the coming Standard which seems to me likely to have real faults enough without conjuring up imaginary ones. Mr. Denny's reputation for independence is a pretty good guaranty that he will follow his own judgment. Furthermore, with Bryant, Nichols, and Kimmey on such a committee, there is little danger of it being dominated by any two other members, though the minority were absolutely subservient to outside influence.

The fact is that when you get down to essentials in regard to the issue of this edition of the Standard, revision, considered as revision, has been a good deal of a fizzle. Real changes are few, and of no great moment. Changes are mostly in forms of words in the Standard, not in the birds. That being the case, the most important thing is to get the coming edition out as quickly as possible after the next annual meeting, and I here venture the prediction that this publishing committee will not allow the artists or anyone else to delay publication, but will bring the book out in the early fall of 1910, whether new illustrations are ready or not. While in the prophesying business, I may as well add that when the book comes out illustrated with half tones from photos "retouched" until the identity and faults of the original model are completely hidden, and poultrymen get past their first impression of the pictures, and begin to consider them in conjunction with the text, it will be found that the appropriate illustration for an outline description is not a "picture," but a drawing which shows details in clear outline.

Color Plates.

The new "Standard" is also to have a few color plates showing markings and colors of feathers. The sample of this work distributed to members were very generally commended. Some — particularly the advocates of a "Standard" with color plates of the principal varieties of fowls — regard the introduction of these colored illustrations of feathers as preliminary to fully illustrating the next Standard in colors. It may be. Theories of standard making are likely, however, to undergo some changes in the next few years. Not only are people's ideas about standards and judging changing, but the control of the American Poultry Association is slowly passing out of the hands of the old guard of judges and editors.

Educational.

The committee on education and experimentation made a briefer report than at previous meetings. This report put emphasis on two things — the rapid increase in numbers of men engaged in work for poultrymen along these lines, and the fact that as compared with other agricultural interests, poultry was not getting its share of appropriations. Prof. C. K. Graham, who presented the report for this committee, later in the day sent in his resignation from the committee, he being no longer engaged especially in poultry work. Prof. F. C. Elford, of Macdonald College, Quebec, was appointed in his place. The other members of the committee are Profs. Rice, of Cornell, and Atwood, of West Virginia.

Legislative.

The committee appointed according to resolution passed at the last meeting "to confer with the United States Department of Agriculture in regard to the relations of the department to poultry interests, reported progress, and asked that the committee be continued. As conferences of members of this committee had shown that the work of the committee was likely to be of wider scope than indicated in the original resolution, and as he was a member of the standing committee on education and experimentation, Prof. Atwood tendered his resignation from this committee. Chas. D. Cleveland, of New Jersey was appointed in his place. Other mem-

bers of this committee are Chas. M. Bryant, chairman, and John H. Robinson.

Express Charges.

A committee of three, consisting of Messrs. Chas. D. Cleveland, W. R. Curtiss, and A. G. Clark, was appointed to investigate the matter of express charges, and report at the next annual meeting.

Incorporation.

The incorporation of the association, which has been under discussion for some years, is now to become an accomplished fact. Incorporation will be under New Jersey laws. The matter is in charge of Pres. Bryant, H. V. Crawford, and Chas. D. Cleveland.

Resolutions on the deaths of Philander Williams, Henry S. Ball, and A. P. Groves, all members of the association since its organization, were adopted.

Institute.

The amount of business to be transacted made it necessary to cut down the institute program, but all papers prepared for this meeting, whether read here or not, will appear in the report of the proceedings. President Bryant's "inaugural" as delivered was, "I consider myself duly inaugurated." Secretary Campbell read an address that showed a fine appreciation of the duties of secretary, and was well received. It is to be regretted that there was not time for presentation of all features of the institute program, and for discussions of addresses and papers, but it was a case of "business first," and whatever may be said in criticism of some of the association's habits of handling business, it must be said that the members of this association when they meet devote their time to the work on hand. We hear of conventions at Niagara Falls which cannot keep a quorum together to do business. Not so the American Poultry Association meetings. The association is serious even when considering trifles, though it gets a good deal of amusement sometimes out of discussions of serious things.

Association "Finding Itself."

After three years well attended meetings at this place, it is evident that the association is slowly but surely "finding itself." A large proportion of the members present at this meeting were present at one or both of the two previous meetings held here. Members are getting better acquainted, and beginning to work together. It is easy to see also that members are becoming more exacting in regard to the qualifications and character of officers. They are looking for good men and capable men, and the members who attend these meetings are in a position to do much to make or mar reputations of candidates for office in their communities. When a new man comes here and shows capacity, members who meet him begin to figure out how his services and his willingness to serve may be best used for the good of the association and to promote poultry interests. They want to use these men without discarding older members whose services have been and will be valuable. That is one reason for the multiplication of branch associations. A state which fails to land a candidate in the executive board at a general election can secure representation by organizing a branch. A man who wants to be on the executive board may get on it as representative of a branch. So the organization of branches goes on.

Proxy Voting.

That reminds me that I've neglected to tell about the proxy voting. After all the trouble in the committee of credentials the holders of proxies were most reluctant to use them. This is quite natural. The novice in proxy voting hesitates to cast his votes numbering all the way from 1 to 44 in a meeting where less than a hundred may be present and voting. President Bryant announced that the roll call for proxies would be used only when demanded. The roll call was demanded only a few times. Once when an amendment to a motion had carried by a narrow margin on a rising vote, a roll call was demanded, and when the proxy holders had finished the amendment was lost more than three to one. The men with most proxies are all representatives of branch associations. The officers of branch associations are naturally interested in legislation to promote the welfare of branches. With the Standard out of the way, you may look to see the branches preparing to take care of their own interests.

- The Political Situation.

The "politics" of the association were discussed by those present, between sessions, of course, more than at any previous meeting. The opinion was quite unani-

mous that if Mr. H. V. Crawford would signify his willingness to accept the office of president, he would be elected without opposition. Mr. Crawford when the matter was first broached some time ago seemed to regard the proposition favorably, but I am told on good authority that before adjournment he stated that he would not be a candidate. It is said that he feels that his duties as mayor of his home city, Montclair, N. J., and secretary of the New York show claim so much of his attention that it would be unwise for him to undertake in addition the work of an office at times so exacting in its requirements as the presidency of the American Poultry Association is coming to be. Should Mr. Crawford positively refuse to run his many friends will regret his decision; but not many would further urge him in the face of the reasons given, for though hale and vigorous, he is no longer a young man, and no situation exists which would justify insistence on his taking the office. On the understanding that Mr. Crawford would refuse to be a candidate, a strong demand for Bryant for another term developed. Though Mr. Bryant was not seeking another term, he has signified his willingness to run again if the members want him. What especially influences him to take this position is the fact that his present term will expire before the new edition of the Standard is ready for publication, and many members object to a change of administrations while work of such importance is unfinished. With Mr. Crawford succeeding Mr. Bryant, the objection would be reduced to the minimum, for he has been identified with this line of work in the past; but if Crawford will not run these men are disposed to insist on Bryant for another term, for, as already stated, the greatest anxiety about this Standard is to have it out on time.

Other candidates mentioned for the presidency are H. B. Donovan, of Ontario, just retired from the first vice-presidency, and Charles D. Cleveland of New Jersey, president of the National White Wyandotte Club, and also prominent in the Columbian Wyandotte Club. Neither of these gentlemen would consent to run at this time. Mr. Donovan's business cares are heavy, and he is understood to be somewhat in sympathy with the idea that the representation of publishers in the general offices of the association should be reduced. Mr. Cleveland has within a few years become so "well and favorably known" to poultry men, and especially to those who attend meetings of the association, that he is regarded as one of the few men conspicuously qualified to preside over it. He is a lawyer, with offices in New York, and residence and poultry farm at Orange, N. J. He has not been an aspirant for office, and modestly repels suggestions pointing toward the presidency, saying that he is too young and too little known to think of that when there are so many others more worthy the honor. He is willing to serve on the executive board, and says when Mr. Crawford of the same state is ready to retire from that position he will be a candidate. Meantime New Jersey members are about to organize a branch, and it is a safe guess that Cleveland will be their president and representative on the executive board. Meantime, too, Cleveland is the man on whom many members have their eyes as successor to Bryant, and as things look now strong pressure will be brought on him to run for the term beginning Aug., 1911. So far ahead are members looking. To represent the situation just as it is, it must be said that plans for the presidency looking beyond the next term are talked mostly by eastern members. Western members who hear their talk are saying that the next president should be a western man. This feeling is a relic of the old days when there were but two offices of responsibility—secretary-treasurer and president, and it was the custom to peddle them around. With representation on the executive board well distributed, candidates for president and secretary ought now to be considered on qualifications and availability, without regard to place of residence. Eastern members generally do not consider the question of location in connection with these two places. They were ready to support Russell—if he had signified he wanted their support. They were willing to consider Ring—until they had looked him over. They voted for Richards. But they have heard suggestion of but one western man for the presidency. He does not impress them as the type of man for the office under existing conditions, and recently some have been given to understand that he realizes the office with its present demands on the incumbent is not for him, and would prefer to serve the association in another capacity. I think anyone knowing the sentiment of any considerable number of eastern members would

say unhesitatingly that they are ready to vote for the best man, no matter where he lives, but they will not vote for men who have not shown capacity of the kind now required in this office. There is today just one western man who, on what eastern members know of him, would be favorably considered as a candidate. That man is Fred L. Kimmey, of Chicago.

After the presidency, interest fixes on the three members of the executive board—for it is assumed that the vice-presidents and the secretary will be given another term without opposition. The members of the board whose terms expire next August are Curtis, Hewes, and Crawford. Mr. Hewes has said he would not be a candidate. The intentions of the others are not known; it is assumed that Curtis will be a candidate for re-election, and Crawford also if he finally declines to be a candidate for president. Two men in Indiana are mentioned as available if Mr. Hewes goes out—U. R. Fishel, of Hope, and Irving A. Sibley, of South Bend. Of course Indiana has no mortgage on the office. Any other state or province but Connecticut, Minnesota, Iowa, Kansas, Michigan, Pennsylvania, Virginia, and Ontario, may present a candidate, and of course it is open to as many as wish to contest with the members from New Jersey and New York. A great deal may happen between now and the final balloting to change the political situation, but from present indications there will be a very quiet election, with more excitement over the vote for place of meeting than over anything else.

Purity or Quality.

PROFESSOR BATESON, in his "Mendel's Principles of Heredity," makes this statement:—"I happen to know that White Malays were used by a prominent White Leghorn breeder to increase the size of his strain."

Commenting on this, the *Illustrated Poultry Record* says:—"That alien blood was introduced into the modern show White Leghorn, has often been stated, and as frequently denied. Actual evidence has not been easy to obtain, for crosses of this kind are generally *sub rosa*, and the secret is zealously guarded. But breeders have claimed that the proof was in the birds themselves, needing no other. It has never been suggested that those who have repudiated the statement were personally responsible for the introduction of alien blood. Here is a definite and clear piece of evidence, for Professor Bateson is not a man to say this much without knowing what he is talking about. We believe the breeder referred to is no longer an exhibitor. It would be desirable that the facts be made known, whatever they are, as sooner or later will be the case."

The editor of the *Record* seems to voice in this comment the popular idea that purity of blood is something to be preserved for itself, and at all hazards. To the prevalence of this idea, and the unreasonable prejudice against a "taint" in blood, is due the difficulty of getting authoritative statements of fact about matters of this kind at or about the time they occur.

The breeder who by introducing "alien" blood gives his strain a quality buyers desire, has to suppress the facts if he is to gain the advantage he sought. This is not the only matter in which this practice is necessary "in self defense." We do not find any considerable number of breeders advertising that they inbreed, or even admitting it. Yet most, if not all, breeders who make a reputation do a great deal of inbreeding. On the other hand, we do find it usual for breeders to advertise that they can furnish matings "not akin," or "not near akin." For a large class of customers a breeder has to do this in order to make a sale. The practice is a concession to ignorance,—necessary because the breeder needs the custom of all classes.

When a breeder introduces "alien" blood he does so for the purpose of introducing, or introducing more quickly, some character or quality that is in demand, or that he judges will make his stock more popular. With the desirable character introduced he may also introduce others, not desirable. Before placing his improved stock on sale he has to breed out the conspicuous undesirable qualities as well as breed in the desirable. If he does not succeed in doing this his experiment has failed. If he does succeed—what difference does it make if the stock with a dash of "alien" blood has gained something that was desired?

If certain qualities and purity of blood were inseparable, and all fowls of the same blood and breeding were alike in quality; if certain types and results could be secured only from one line of breeding "purity" of blood would be essential. As it is absolute purity is not of peculiar merit.



Some Advertising Problems.

EDITOR FARM-POULTRY: — Knowing that you have been associated with the poultry world for very many years, and having a very broad and long experience in it, and recognizing that I have been in it a comparatively short time, only a few years, I know you must have thought out many things that I am only now in the process of thinking out, but I wish to put this thought before you.

First, I assume that no one can advertise in the poultry papers, and keep up the advertising, unless he distinctly knows from his experience that it pays him. Now, the question of whether it pays him or not may depend upon several things. First, possibly, the price he pays for the space, as to whether it is \$1 per inch, \$2 per inch, or a possible \$5 per inch. This, of course, must make a difference in the returns that it is necessary for him to realize, but beyond the question of price there enters into it, and beyond the make-up of the advertising itself, the question of what he is advertising.

I will illustrate. Suppose a man advertises in a publication with 20,000 subscribers. We will call this man "A;" another man, whom we will call "B," advertises in the same publication. The man "A" advertises a six inch space for Barred Rocks, and we will assume that of the 20,000 circulation 2,000 are interested in Barred Rocks; the remainder are not.

The next man, "B," advertises the same space for Houdans, and there are interested in Houdans of the 20,000 circulation, 200. We will assume that a third man is advertising in the same paper with the same space, and that he advertises poultry wire fence, or incubators, or scratch feed. The man called "C" has a possible customer in every one of the 20,000. Does it not happen, therefore, each of the three men paying the same, that the man who advertises as representative of the wire fence, has ten times as much possibility for his money as "A," and one hundred times as much as "B?"

One conclusion from this above we must make, and that is that if the advertising pays the man who reaches all of the subscribers of the paper, makes it pay and pay fairly, that the man who can possibly interest a small fraction of the same circulation must fail. I am not a journalist, and I recognize that to a certain extent this all must be inevitable, and that it is rendered, therefore, quite impossible for some men to advertise profitably under any circumstances and pay the same prices as the man who has the hundred per cent of chances.

In your May number of this year there are 685 inches of advertising, roughly considered, of which 103 inches, or about 15%, are for poultry, and the remainder are for poultry supplies or other advertising which would appeal practically to each and every subscriber.

I very respectfully submit to you these facts and views which I have pondered and thought over. As to whether it would be possible in journalism to so regulate the prices charged for space that each class of advertisers should have something like a fair opportunity to make good, I do not know. I have thought of the arguments both for and against, and I know that those against any such course are very weighty and very difficult to answer; but, on the other hand, the facts make it very plain that a large class of would be advertisers are necessarily excluded in due time by finding that it is impossible for their returns to be sufficient to pay their advertising charges, and when it is very conscientiously and carefully examined, the reason is that the number of people that they can reach is so much less than the whole that their advertising costs them too much.

I am prompted to write this letter, not because of any desire on my part to change any conditions that are now existing with your good self, so much as that it is a pleasure to me to write down the thoughts which I have had in the matter. I have been a very large advertiser in past years, spending \$200,000, \$300,000 to \$400,000 a year in advertising the gramophone, known in this country as the Victor, and necessarily have thought a great deal about it, and while at first blush in the reading of this you may think it is a pipe dream, and I will not dispute the

fact that it may be, there is precedent for what I am suggesting. The *New York Herald* and the *Boston Herald* have a certain price per line for display advertising, and they carry column after column, and in some cases page after page of "Want" ads. at very much less than the display rates. Why? Because at the display rate "Want" advertisers could not afford to advertise.

I would suggest as an idea and an illustration that general advertising be \$3 an inch; class 1, poultry, \$2 an inch; class 2, poultry, \$1.50 an inch; class 3, poultry, \$1 an inch. I would make up my classes of poultry in the following way: Take ten shows such as New York, Chicago, Cleveland, Boston, Cincinnati, St. Louis, Philadelphia, Kansas City, Nashville, Indianapolis, or Omaha. Take the last yearly catalogue. Add together all of the birds exhibited in any breed, taking Barred Rocks for instance, and suppose it amounted to 3,000. Divide it by the ten. It would then stand in the scale at 300; White Wyandottes, 2,500. It would stand in the scale at 250. You would thus draw a line through a certain number. It might amount to six or eight that would be in the first class. The next class might contain twenty, and the third class forty varieties. If this was done by a newspaper convention year by year some varieties would advance into the first class, while others might change their place by going lower. The proportion and difference would be the same perhaps through several journals, while their initial rate would be different on account of the difference in their circulation.

Thanking you very much for reading this letter, and hoping that it may be of some use as a suggestion, I beg to remain,

Yours very truly,

WM. BARRY OWEN,

Owen Farms, Vineyard Haven, Mass.

July 26, '09.

This is a letter of the kind I like to get. The problem of the small advertiser was an acute and a very personal problem with me for a number of years before I had any connection with poultry journalism, for I was a small advertiser so located that I could have reasonable expectation of selling only within a limited part of the territory covered by any poultry journal of large general circulation. The question of location of the advertiser with respect to the mass of readers of a paper—which Mr. Owen does not touch—is exactly parallel to the one he brings up. The effect on sales is just the same. As strong an argument could be made for plotting the territory covered by a paper according to "density" of readers, and making the advertising rates in different zones or sections to suit as for a graduated scale of prices according to the popularity of breeds and varieties.

Were a paper to attempt to devise such a system it would also have to consider a division of appliances and supplies according to salability, for dealers in supplies (you may be sure) would soon present just as good arguments for a graduated rate for advertising such goods as could be given for any other class of goods.

As I understand Mr. Owen's idea, what he has in mind for poultry advertising is not what the daily papers he mentions are doing when they make a rate for display advertising, and a lower rate for "Want ads." He proposes a graduated scale of prices for display ads. This paper used for many years a scale of prices graduated according to space used, but after a long trial gave it up and made a uniform rate, the rate for display ads. being lower than for classified ads. One objection to a number of different rates per inch, or per line, is the difficulty of explaining and adjusting rates. In handling many small contracts the time and correspondence consumed in this way are too great a tax on the business. It takes just as long to explain terms where only a few dollars are involved as where as many hundreds or thousands represent the value of the contract—longer in fact, for the large advertiser is usually better posted on such matters. A uniform rate is more satisfactory to all parties concerned. With the rate uniform each advertiser takes such space as he thinks possible sales warrant. It is not simply a question of popularity of breeds or varieties. The quality

of stock and scale of prices have to be considered—in fact, everything that enters into the question of the probable returns and the cost of getting them.

At this point let me introduce a letter received by our advertising manager and handed to me a few days before Mr. Owen's letter came to hand. This letter was in response to the usual letter of inquiry as to results of advertising in F.-P. the past season, sent out by the advertising department early in the summer.

F. N. Barcelo, Dear Sir: — In reply to the enclosed — what little advertising I have done in your paper has never brought me a bit of business. I am not sure that I ever sold a cent's worth from your paper. It may be a good medium for the large advertisers who get free reading notices, and who sell two dollar birds for ten dollars, but for me it has been a rank failure.

I find that the small breeder stands no show at all, and he gets a raw deal from the publishers all round; they get his money, and he gets nothing. The big advertiser gets the trade, because he is getting write ups and free puffs; he sells, for good prices, birds that the small breeder would not dare to ship at \$1 each. I know this to be so, for I have seen lots of it. Last winter, while judging, I found lots of birds that came from the big breeders at long prices that were not worth the express charges, yet these men continue to get the honors and the business. They take the space, and they are the "good boys."

I am no kicker, neither am I a beginner, but I am a small breeder, and have a few good birds to sell every year, and the question is how am I to sell them. There is only one way — take a big space, and then put on a price that is about five times as much as the birds are worth. The cost of advertising is out of all proportion to the value of it, and the only way we can do is to get about ten for a two dollar bird.

I never made a cent out of fancy poultry yet, although I have sold birds for long prices. I do not care about making money out of it, but it does make me disgusted to see the big fakes raking in the hard dollars of the suckers who think that because they carry a big ad., and have lots of free notices, they are the only ones who breed good birds. In fact, it is the little fellow like me who lends the big gun his best winners, many times.

Put up the rates on large space, no discounts here, and put down the rates on the classified; that will help a little; but still we little advertisers can never get our dues when we are up against these big commercial dealers; that is what they are; they disgrace the name, "faucier."

Please excuse this sermon, but I could not help it. There is so much fraud about this fancy poultry business that an honest man cannot keep it on his stomach.

Yours truly,

HENRY R. INGALLS,

Sec'y Am. Buff Wyandotte Club.

Here we have about the same idea as that advanced by Mr. Owen, presented from a different point of view — and in a very different spirit. Mr. Owen's proposition comes from one who, if his idea were adopted, would come in on the highest rate for poultry. He would graduate prices to favor the breeder of non-popular varieties. Mr. Ingalls wants them scaled down for the small breeder. Mr. Blank, perhaps, — located in a distant state — would like them scaled down for those on the outskirts. None of them would look at the matter from the journalistic view point.

From our point of view there is no more reason. (When all things affecting the situation have been considered.) for making a graduated advertising rate than for making a graduated subscription rate. It is quite generally understood that only a small proportion of the readers of a paper read all there is in a paper. Suppose a man were to say to us: "The only part of your paper I care for is the 'Question Box.' Now it is manifestly unfair to charge me as much as a man who reads the whole paper, or half of it. Each one should pay according to the value of the paper to him." That may seem absurd, because of the small amount involved. The principle is the same, though the practical application is different, for where

the advertiser wants a lower rate on the less popular varieties, the reader wants a greater quantity of the less popular reading matter.

I doubt very much that it would be an advantage either to breeders of the less popular varieties or to publishers to offer special inducement in advertising rates to such breeders. For the breeder they would be a temptation to spend more in advertising than circumstances would warrant — to compete with breeders of more popular varieties in amount of space used. In the paper adopting such a policy the result would be for a time at least an overplus of advertising of the less popular breeds. In a general way the volume of advertising of a breed indicates its standing with the public. For publishers to so manipulate advertising rates that the apparent volume (and value) of advertising would indicate a popularity for some breeds much greater than they possessed, would be both unfair and unwise. The publisher must leave these matters to adjust themselves. I imagine that a mighty protest would rise from the breeders of popular varieties were any attempt made to discriminate against them in advertising rates.

But is the present policy of one rate for all unfair? Are the breeders of the less popular varieties, and the small breeders, at so great disadvantage?

Mr. Ingalls' letter looks very bad for FARM-POULTRY, doesn't it? Even if we eliminate all references to free readers, (for which we are not famous), and to the greater wickedness of the bigger breeder, the fact remains that Mr. Ingalls advertised in this paper, and, so far as he knows, made no sales. He does not know whether he did or not, but we'll let that pass and accept his opinion that he didn't. The amount he has spent in advertising in this paper is just two dollars. He used a two line classified ad. four times. It doesn't seem to me quite reasonable to condemn a paper as a "rank failure" on so slight use as this. Happily for us, we had many small advertisers who did better. Let me quote from a few letters of response to the same circular letter sent Mr. Ingalls:

Mr. F. Van Hoesen, of Marcellus, N. Y., says: "From the two small ads. I had in FARM-POULTRY I sold all the eggs I had to spare in one and two sitting lots. Incubator eggs I refused to have anything to do with, or I could have sold a good many more. When I advertise again I will use FARM-POULTRY."

Mr. H. E. Gray, Fort Edward, N. Y.: "My recent ad. in your classified columns proved very satisfactory. It was advertising a few birds I had left, and was the means of selling them within a very few days. I could have sold several more lots if I had had them."

Miss Sara A. Little, Clyde, N. Y.: "My advertising in FARM-POULTRY has always been very satisfactory. I depend upon you almost entirely to sell several breeds of poultry."

G. M. Mathews, Brocton, N. Y.: "The results from my advertising my Black Javas in the columns of FARM-POULTRY are all that I can wish. Have had the best egg season I ever had, and inquiries are now coming in for stock. For the last year I have advertised in FARM-POULTRY only, and get replies from Nova Scotia to the Pacific coast. In fact, FARM-POULTRY brings me all the orders I can fill."

George G. Richardson, Fryeburg, Me.: "From \$6.50 worth of advertising I sold \$300 worth of stock and eggs, and had a few orders that I could not fill. I am more than pleased with the results from my advertising in FARM-POULTRY."

Paul P. Ives, Guilford, Conn.: "My two line classified ad. for February, March, April, and May, resulted in over a hundred dollars in sales of eggs alone. * * * This simply confirms my opinion formed by results in previous years, that FARM-POULTRY is distinctly in a class by itself as an advertising medium."

This ad. was the same size and for the same time as that of Mr. Ingalls', and Mr. Ives' variety, the Black Langshan, is less popular than the Buff Wyandotte, which Mr. Ingalls breeds.

A. I. Carter, Freeport, Me.: "This year is the first I ever advertised. * * * Every spare bird I had was sold early in the season, and several orders turned over to others, while the egg orders could not be filled, and I turned over many to other

TOPICS OF

FARM-POULTRY

A
MAGAZINE FOR EVERYONE
INTERESTED IN POULTRY.

THE TIMES

Twenty Years.

JUST twenty years ago, September, 1889, the first number of FARM-POULTRY was issued. The No. and Vol. of this current issue do not show this, because a few years later the beginning of the volume was changed from September to January. It was a little 9 x 12, eight page paper, and announced its intention to be "a practical poultry paper." There were even then a good many other poultry papers in the field. None of these had at the time a very large subscription list, and the new comer did not receive from the poultry press a very cordial welcome. However, it justified its existence and its policy by rapid growth in every direction, soon far outstripping all its contemporaries. When the present editor first made the acquaintance of the paper, twenty months later, it had grown to forty pages, and was easily the leader among poultry papers.

Through these twenty years the paper has adhered to its original general policy, though the two men who in that time have occupied the position of editor have not applied it alike at all points. The most distinctive feature of the paper has been the independence of the editorial department, and the selection of men for editorial work without regard to qualifications for work in other departments. In our organization the editor is the man whose business it is to look after the interests of the readers. Nothing else is required of him, and the only restriction laid upon him is that he must not involve the publishers in a libel suit. Except for this entirely reasonable restraint, editors of this paper have had full liberty of speech and the utmost freedom in formulating editorial policies and carrying them out. As a result the paper has enjoyed in unusual measure the confidence of its readers.

Though the fact is not so apparent in the paper, (the advertising department does not furnish the subject matter of advertisements), the advertising manager is so far as the conditions of his work are concerned, on a more satisfactory footing than most men engaged in his line of work. FARM-POULTRY has never sent a representative among poultrymen to solicit their advertising. Its advertising man is in attendance at the Boston and New York shows to talk advertising to any who want to talk to him, but he does not try to persuade reluctant breeders to take contracts far beyond their needs. Except for the little done at these shows, the advertising is handled in our own office, principally by mail. The advertising man through circulars, cards, and letters presents the advantages of the paper as an advertising medium, gives rates, discusses matters relating to advertising, makes contracts, advises and assists advertisers in preparation of their copy when requested to do so, and sees that the "ad." is properly set up and well placed in the paper; looks after his credits and collections. He has a "follow up" system in soliciting business, but it is not to camp in person on the trail of the poultryman. Our way of conducting a paper and doing business may not be the best, but it suits us. It has its advantages, and we have managed to get and maintain a reputation good enough to prevent our coveting that of any of our contemporaries.

Of the papers in existence twenty years ago, nearly all have disappeared. Of the few remaining only one, we think, bears the same name and continues under the same management. Another retains the name, but has changed ownership. A third keeps its name, but has changed both ownership and location.

These twenty years have seen great changes in "the poultry business." Should some one in future times take the initial number of this paper to compare with an issue then current, and assume that each was fairly representative of conditions at the time of its issue, the percent of change would seem very large. But the initial number of the paper does not in its advertising fairly represent its time. It takes a year or two for a paper to get its appropriate portion of advertising. So with a few words on advertisers and advertising in the first number, the writer will pass to the well remembered first number he ever saw, April, 1891, and take it as representative of the situation nearly twenty years ago.

In Vol. I., No. 1, there was just one incubator advertisement, that of the Monarch incubator, manufactured

by James Rankin. Among advertisers of poultry still in the business were I. K. Felch & Son, Sid. Conger, Knapp Bros., A. A. Halladay, W. B. Atherton. There were two advertisements of poultry supplies, one offering a full line of grains, the other "canned meat" for poultry. This meat was put up in 8 lb. tin cans, and sold at 30 cents a can.

The issue for April, 1891, contains many names of advertisers whose announcements are familiar today. Grove Hill Poultry Yards was then selling Light Brahmas, White and Brown Leghorns, Barred Plymouth Rocks, White Wyandottes, and fancy pigeons. D. J. Lambert, Barred and White Plymouth Rocks and "Death to Lice." Mann's Bone Cutter had a one inch ad. C. H. Latham did not yet specialize in Barred Rocks, but sold Brahma-Wyandotte crosses and Pekin ducks. Geo. H. Northup shouted for Black Minorcas only, but announced that his catalogue would mention his eight other varieties. Whitney Bros. advertised the same list of breeds they still carry. E. L. Miles was then "seventeen years a breeder" of Barred Rocks. A. C. Hawkins, in addition to the American breeds of fowls with which his name has been so long identified, handled turkeys and ducks. John Weber, just starting in the duck business, carried a half inch ad. E. C. Benton, founder of the Light Brahma Club, advertised eggs of that variety. E. A. Howe was breeding Indian Games, Polish, Leghorns, and Wyandottes. E. F. Hodgson called attention to an electric fire alarm he had devised. Among other names of men still actively interested in poultry, we note H. W. Mowry, Geo. H. Damon, A. F. S. Lyons, E. O. Thiem, F. S. Tenney. Neponset Roofing, Excelsior Incubators, Prairie State Incubators, Pineland Incubators and Brooders were familiar to early readers of this paper. More of the incubators then advertised are long forgotten, while most of those now known were still unthought of.

It is worth noting that the first article in the first number of this paper bore the title, "A Perfect Poultry House," of which house the then editor said:—"I cannot see how it can be bettered for its purpose." Within a few years, however, he was advocating a very different kind of house. Were there any object in doing so it could be shown circumstantially that this paper has from the first been more prompt than others to sense coming changes of practical importance, and less apt than others to follow the various kinds of false gods that appear to poultrymen. The first reason for this is found in the policy of the paper which puts the editor in the right attitude toward such matters, and enables him to consider everything first—if not solely—from the people's point of view. Another reason is that the editors have been men of long practical experience. Still another, and perhaps the greatest reason, is the location of the paper in the heart of the section where interest in poultry is most intense, where poultrymen live close together, meet daily, and ideas spread and develop rapidly. By no means all that is good in this line comes out of New England, but this section has contributed more than its pro rata of ideas that count toward progress, and close contact with the poultrymen here is worth a great deal to a writer on poultry topics.

We think it may be said without reservation that the files of FARM-POULTRY for the last twenty years furnish the most complete and convenient record of the poultry interests of the period in existence. It has been the policy of the editors to give attention to essentials, and omit non-essentials; to give most space to things of permanent value, and whenever possible limit space given to matters of only passing interest. As a result of this policy the files of this paper contain more that is readable after a lapse of time than any other poultry publication. Not only so, but every volume is fully indexed, making the contents of all easily accessible. The value of the files of the paper for historical reference is coming to be widely recognized, and we get frequent requests from educational institutions for assistance in collecting early volumes to complete files. None of our contemporaries apparently rate the contents of their papers as worthy an annual index. If space permitted we could give a long list of matters of information in possession of the owner of a complete file of FARM-POULTRY not

easily obtained elsewhere. We must content ourselves with a single illustration—one that has an amusing side. There are many papers that profess more devotion to the "fancy" in poultry culture, but the man who might wish to inspect a complete set of reports of awards at New York since the first show of the New York Poultry and Pigeon Association can get it only in two places:—in a complete set of the catalogues of the show, and in the files of FARM-POULTRY. Some of our contemporaries which pose as peculiarly the organs of the fancy, would not afford a complete list for a single show; yet it is to the records of the leading shows that investigators will be going a few years hence to get at facts obscured by "the personal equation" in advertisements and contributions.

What was in the mind of his predecessor as he fashioned the paper from issue to issue, the writer does not know. As he built to last, it is fair to presume that he worked with the feeling that a paper of this class that suits today ought at least to be worth reading tomorrow. From his earliest relation to the paper as a contributor, the present editor has regarded it as the paper that was laid out on lines that would last, and has tried to make his own work in it of permanent value, and to take from others only what was worth while.

We have never tried to make a paper to suit everybody. We have not even tried to make the kind of paper that would suit most people. Our effort has been not to please our readers, but to give them the truth, whether pleasant or unpleasant. There is unquestionably more immediate profit in shading the truth to suit those who may profit thereby, and inflating it to suit enthusiasts who want to believe poultry keeping an easy way to wealth; but there is more solid satisfaction in having a good name among those who know the poultry business as it is; and until our record for twenty years is bettered we think it wise to continue our policy.

Not Prof. Rice's "Principles of Breeding."

EDITOR FARM-POULTRY:—In your August number you refer to a paper by Prof. J. E. Rice, in the report of the American Breeders' Association. Prof. Rice's article became attached to that article by a clerical error. I wrote it myself, and am alone responsible for its contents.

As for your criticism of modern work in heredity (to which the name of Mendel has, unfortunately, I think, become attached) is it not certain this subject is being more thoroughly investigated now than ever before, and that consequently the prospects were never better of eventually arriving at the truth? Certainly the editor of FARM-POULTRY is too youthful and progressive to maintain that everything worth knowing about heredity was long ago known, and that prolonged analytical study of this subject is futile. "Such an attitude of mind would lead to the suspicion of old fogyism—the result of a cerebral condition that eventually overtakes the best of us who live long enough. C. B. DAVENPORT.

Cold Spring Harbor, Aug. 9, 1909.

The editor can't decide whether to be more pleased that Prof. Rice is not or more sorry that Dr. Davenport is responsible for the matter criticised. He does regret that Dr. Davenport did not postpone his little lecture until he (Dr. Davenport) had shown that the criticism was not just. To do this it is necessary to show that the "Mendelian" ideas of breeding as set forth by Dr. Davenport have been tested in practical breeding with results as indicated. As the editor of FARM-POULTRY has never taken the position that everything worth knowing about heredity was known long ago, he fails to see the point of the remark on that. He has no criticism to make on prolonged analytical studies as such, but he can see no peculiar merit in the mere fact that study is prolonged or analytical. Indeed, he has observed that it is the tendency of prolonged analytical studies prosecuted without due regard to practical aspects of the subjects under consideration to involve the student in a hopeless angle of hypotheses. The editor of F.-P. notes with approval Dr. Davenport's implied wish that modern work in heredity might be divorced from Mendelism. It seems to him to indicate a dawning perception of the real nature of the subject.

PUBLISHED MONTHLY
1ST OF EACH MONTH.

FARM-POULTRY

MONTHLY.

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A Little Poultry House History.

I HEREBY thank the esteemed *Reliable Poultry Journal*, and specifically thank Dr. P. T. Woods, associate editor of the same for having at last placed before readers of that journal a statement of the history of fresh air poultry housing which does not give the impression that the *R. P. J.* has been the prime and principal medium for dissemination of fresh air poultry housing ideas. My objections to this attitude on the part of the *R. P. J.* and those who through it were appropriating credit were based on the fact that FARM-POULTRY was some years in advance in advocating a return towards the open construction of poultry houses which was common before people got the idea that hens must be kept warm at all costs.

At appropriate intervals for some years past I have called the attention of the *R. P. J.* to the fact that it was taking credit which did not belong to it. The publication of the plans of the "Woods" fresh air house, accompanied by what purported to be a history of fresh air housing, gave the opportunity I wanted for a broader hint than before, and the results follow as per expectation. The readers of the *R. P. J.* have now "officially" the information that in the modern development of fresh air ideas F.-P. was before it. Having accomplished this purpose I would see no need for further discussion of Dr. Woods' ideas of poultry housing were it not that in admitting that the discussions in FARM-POULTRY preceded others, he attempts to identify himself with them. For this purpose he gives what purports to be the story of the relations of P. T. Woods and J. H. Robinson to this paper.

Says he:—"If there was a discussion raging on this subject in FARM-POULTRY prior to 1903, I probably had a share in it, although I do not at present recall any very turbulent fresh air discussions in those days. From the beginning of my writing for publication in 1886, I have been an advocate of fresh air, though never recommending such radical measures as I have since 1904. * * * As a matter of actual record, Mr. Robinson and

myself began to write for FARM-POULTRY as frequent and regular contributors at about the same time in the fall of 1895. From that time and through the year 1902 I was a regular contributor to that paper. In June, 1897, on the retirement of associate editor M. K. Boyer, Mr. Robinson became assistant editor under Mr. A. F. Hunter. Mr. Robinson retired from this position in June, 1898, and I took his place as assistant editor. I held that position until October, 1899, inclusive, at which time Mr. Hunter retired, and Mr. Robinson was installed as editor. I continued to be a contributor to the paper until the close of the year 1902. I mention these facts to show that I ought to be fairly familiar with the subject. At the beginning of my work for the paper in 1905, I was practicing medicine in Salem, Mass., and running a small home plant. Mr. Robinson was at that time engaged in poultry and other work in Pueblo, Colo."

Had Dr. Woods omitted his details as to the connections of himself and myself with this paper, it would be only necessary to point out that instead of being contemporaneous with the connection of Dr. Woods with FARM-POULTRY in any capacity, the exploitation of fresh air ideas in association with "open" "cold" houses did not begin until a few months before he ceased to be a contributor to the paper. But since he attempts to show circumstantially that he was "probably" a part of events associated with FARM-POULTRY in those days, it seems appropriate to let the public know the actual facts, proper to dispel any illusions the Doctor may cherish as to his status in those days, and excusable for me to correct misstatements regarding myself.

In the seven years in which I was a resident of Colorado I was engaged in poultry keeping exclusively, except that with the poultry I kept a few cows, and at rare intervals sent a contribution to F.-P. These contributions began several years earlier than the date given by Dr. Woods. They were neither frequent nor regular until about a year later than that date,

when an accident left me unable to work more than a few hours daily with poultry. I may say here that when I kept poultry for a living, I found little time to write, and, since engaging in editorial work have found it impossible to keep much of a stock of poultry and give the regular attention necessary. So I have to recognize my limitations. At the same time as I have so far been able to make a living from one business at a time, I don't worry over my incapacity to handle a variety. My connection with the paper as assistant editor began in April (not June), 1897. The date is of no importance except that when exact dates are given they should be correct. It is very plain to anyone who knows the facts that Dr. Woods is giving details from a superficial and inaccurate knowledge of them. From November 1, 1899, to the end of 1902, Dr. Woods was connected with FARM-POULTRY to this extent: In 1900 he contributed two articles. In 1901 he contributed replies to two questions submitted to him, the total matter less than two columns. In the latter part of 1902 he contributed four articles on poultry diseases. That the Doctor was not a more frequent contributor on a greater variety of subjects, was due to a singular coincidence, which has peculiar interest in connection with the difference of our ideas about poultry houses. It happened that just at the time Dr. Woods learned of an impending change in the editorial control of F.-P. some of his ideas were wonderfully transformed. Strange to say, they were transformed backwards. In the change of editors Dr. Woods was scheduled to continue as assistant editor, if he wished, but before the publishers were ready to take the matter up with him, he incorporated the following into a reply to a correspondent who asked about scratching shed houses: "Sometime ago Mr. John H. Robinson, promulgated the 'heresy' that the 'open front' scratching shed plan of housing is for a cold climate, fundamentally wrong, in that the temperature of the house cannot be kept as nearly uniform in changeable weather as the temperature of the close house. At that time we were not fully in accord with the 'heresy' of Mr. Robinson, but our

own experience and careful observation of the facts has led us to believe that Mr. R.'s statement was not 'heresy,' but 'gospel.'"

This amounted to a renunciation of the views of the outgoing editor, and a confession of faith in the views of the supposed incoming editor. No doubt it was sincere, but it came at an inopportune time, and with inopportune circumstances. Having made his confession, the Doctor showed it to me, with a remark to the effect that Mr. Hunter would probably not allow it to go in, but he wanted me to see it. Then the unexpected happened. Mr. Hunter being shrewd in such matters, allowed it to go in.—and there it remains to this day (page 311, F.-P., Aug. 15, 1899), "a matter of actual record." By another coincidence about that time the publishers and I agreed that it would be as well not to take up the matter of the assistant editorship with Dr. Woods, and that was how it happened that his connection with F.-P. from 1899 to 1902 was so much less intimate than he would have readers of the *R. P. J.* suppose, and his work was limited to a single line in which it seemed improbable a similar coincidence should occur.

Now note the further result of that change of view. As a matter of fact, assuming that present affirmative views of open air housing are right, the ideas of Mr. Hunter from which Dr. Woods turned were more nearly right than those ideas of mine. The open front scratching shed house was the connecting link between closed warm houses and fresh air houses. It was half one and half the other. The birds were given an open house by day and a closed house at night. It had faults so objectionable to me that I preferred a closed house. In practice I went direct from the closed to the open house. Had Dr. Woods not experienced that change of views, and had he taken the next step in advance of the "scratching room" house he was then advocating, he might easily have been before me in promulgating the gospel of "open air" poultry housing, for it took me two years from that time to get the idea, and another year to test it before publishing. Dead slow, to be sure; but others were slower.

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Connecticut State Association Meeting.

THE summer meeting of the Connecticut State Poultry Association at the State Agricultural College at Storrs, July 27-28, was a great success. The total attendance was over three hundred; the attendance the first day about two hundred and fifty. A good may came, of course, from nearby farms or towns, and did not remain over night, but the large attendance from outside is shown by the fact that over one hundred reservations of rooms were filled. The writer has no hesitation in pronouncing this the best attended and most enthusiastic "all poultry" institute it has ever been his privilege to attend. The Connecticut Association is to be congratulated. The large attendance is especially remarkable because Storrs is not at all a convenient place to get in and out of—though most pleasant and attractive when you get there.

Parties arriving early on the morning of the first day spent the time until noon inspecting the college and experiment station, and visiting with old and making new acquaintances. Everyone was tagged—his, or her, name and address on the face of a shipping tag, made the wearer known to others, while the number and location of the room assigned prevented the visitor losing himself. Visitors were lodged in the dormitories and cottages, each having brought—as per announcement sent out—such bedding as he wished to add to the bedstead and mattress which constituted the permanent furniture of the sleeping rooms occupied in term time by the students.

Dinner was served at 12 o'clock in the College dining room, which seats one hundred and twenty, and accommodated at the first sitting only a little more than half of those who had provided themselves with meal tickets.

The exercises began formally at 2 P. M., with an address of welcome by President Beach of the College, in which he dwelt on the value of the institute or public assemblage as an agency for education, and also referred to the poultry appropriation asked but not secured from the last legislature, explaining that the poultry appropriation had this year been placed at the foot of the list because it was absolutely necessary to make better provision for taking care of students before attracting any more students. Unlike many similar institutions, Storrs can offer its students only such living accommodations as the institution itself provides. There is no town near enough to give students an opportunity to board in private families. Two years hence, he said, the poultry appropriation would be well to the front.

President Cosgrove, of the association, after a brief response to the welcome, called on Col. C. M. Jarvis, of Berlin, to tell about the state fair to be held in that town this fall.

Prof. F. H. Stoneburn, in charge of the poultry work at the College, was then introduced. He told of the need of more money for poultry work, and stated that the policy here was to make poultrymen and women to go back to the farms. He spoke of the summer poultry course just completed, (the first of its kind), and announced that the course would be continued in future years.

Dr. A. A. Brigham, principal of the School of Agriculture at Brookings, So. Dakota, was introduced by Prof. Stoneburn, who was a member of the class taking the first course in poultry culture in this country at Kingston, R. I., in 1898, which course was organized and conducted by Dr. Brigham, then Professor of Agriculture at the Rhode Island College of Agriculture. Dr. Brigham's subject was "Poultry Husbandry." He said he did not like that term, "husbandry," because he thought the poultry belonged, or ought to belong, to the wife and boys and girls. Every school house, he said, ought to have a hive of bees and an incubator. These would furnish most useful object

lessons to pupils, and always hold their interest. He spoke of some of the "secrets and frauds" of the poultry business, and declared that in his experience he had found that poultrymen who really had useful information of their own discovery were usually ready to tell it freely.

Prof. D. J. Lambert, of the R. I. Agricultural College, spoke on "The Poultry Fancier." He began his remarks by reminding the members that when the association was organized they proposed to have nothing to do with the fancy, that he had predicted at that time that they would have to recognize the fancier. He repeated several of the current definitions of the term "fancier," and gave quite fully the usual arguments for considering the fancier the most important factor in the development of poultry culture.

Brother Ligouri, of the Institute Agricole, La Trappe, Quebec, who was to speak on "Poultry Methods and Poultry Progress in the Province of Quebec," telegraphed that he was too ill to come. A telegram of sympathy was sent from the meeting to Brother Ligouri.

At the evening session, Miss Frances E. Wheeler, Chazy, N. Y., gave a most interesting and entertaining talk on "Poultry Keeping for the Self Supporting Woman." Her illustrations were drawn largely from her own experiences, and she related these in a style that delighted the audience. She emphasized the advantage of "start poor and start small, and learn economical ways," and gave it as her view that the woman who would succeed in poultry must first realize her own limitations, then plan her poultry work accordingly.

"The Domestication of Wild Game Birds," was the subject of an illustrated lecture by Dr. C. F. Hodge, of Clark University, who has been for some years experimenting with growing partridges and quail in the back yard of his home at Worcester, Mass. Dr. Hodge had with him in a bird cage three little quail four weeks old, which in the afternoon he had exhibited on the lawn in front of the building. The little fellows when released from the cage showed not the slightest fear of the crowd, but moved among the people looking for insects, and occasionally picking grass, and returning to their owner at a whistle. This lecture was highly interesting throughout—but from the practical point of view the most useful part of Dr. Hodge's work is his observations on feeding. He found in feeding these wild birds in captivity that they thrived better when foods of different kinds were fed in succession than when they were fed in mixture. Sour milk, in various forms, he found especially valuable to follow concentrated foods. The point particularly interested the writer, because of its possible bearing on his own ideas of methods of feeding. While I have never seen the subject presented as Dr. Hodge presented it, his idea is partly in line with a view my experience forced on me—though I could never give a reason for it, and consequently have never urged it—only saying when I mentioned the matter that such was my personal experience and view. I have always found general results in feeding more satisfactory when I fed articles separately than when I mixed them. The difference was not striking, yet was enough to keep me from feeding mixtures of unground grains. Dr. Hodge found that by feeding a full feed of one kind of feed when the crop was empty any special property of that food could have its proper action on the crop. Thus sour milk fed separately when crop and intestines were empty, would (it was assumed) destroy bacteria which might have been introduced with some other food, or which had found the usual contents of the crop and intestines especially favorable. I cannot pursue the subject further in this connection. To me it seems the most important thing relating to feeding that has been advanced for years.



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..1909..

Breeding stock for SALE after JULY at less than HALF PRICE, in

Barred and White ROCKS

White and Silver WYANDOTTES

Also young stock after Sept. from noted breeders such as E. B. Thompson, D. J. Lambert, Harry W. Graves, and J. C. Jodrey. Still selling eggs for hatching.
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For shipping eggs, and his wire egg carrier to hold and turn eggs to be used for hatching. Price list of

S. H. HOUGHTON,

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Light Brahmas

That win, that produce birds that win, that have a show record from ocean to ocean, that have never been equaled by any breeders of Light Brahmas in America. Look at New York, Boston, Philadelphia, Pittsburg, Chicago, Portland, (Oregon), and hundreds of other big shows. My last victory, Madison Square Garden, New York, January, 1909, in the largest and best class of Brahmas shown for years, 2d and 3rd, cockerels, 1st hen, some grand show birds for sale; eggs from choicest matings. Write your wants.

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DEVELOPING FOOD
FOR CHICKS
100% PURE
BUFFALO, N. Y.
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Carefully selected and bred for over 20 years. Large, vigorous, active, and hardworking, and the greatest laying strain of Single Comb White Leghorns in existence. Unexcelled as foundation stock or for introducing new blood. Stock for sale. Illustrated circular free. Winners at Madison Square Garden, New York, 1905, 1904, 1906, 1908, 1907. Eggs for hatching from my regular matings, \$2 per 15; \$3.75 per 30; \$5 per 45; \$10 per 100. From exhibition matings, \$3 per 15; and \$5 per 30. **A. M. SHAW CO.,** successors to **H. J. BLANCHARD, R. F. D. 14, Groton, N. Y.**

BARRED ROCKS

Eggs from superb matings of strong, vigorous thoroughbreds that will produce exceptionally fine exhibition and breeding stock, \$3 per sitting; \$10 per 10; 20 years a breeder and exhibitor of this variety exclusively.

J. W. RANDALL,

Salem Depot, N. H.
Irish Terriers from pedigreed stock for sale.

CLOVERDALE S. G. WHITE LEGHORNS

are the very best qualities of this fine breed. Unexcelled as foundation stock or for introducing new blood. Extra fine cockerels at \$1.50-\$2. Don't miss this opportunity, as our prices go up next month. Send for our booklet describing our birds and methods of breeding, which will make you successful.

CLOVERDALE EGG FARM,

R. 2, Corinna, Me.



\$50 CASH and \$10 Per Month
buys a \$500 25-acre poultry farm and fruit and vegetable farm. New 3-room cottage like new. Best climate, water and markets in Sunny Virginia. Other lands \$10 acre up. Send for beautiful pamphlet, maps and rates.

F. H. LA BAUME, A. & I. Art., Norfolk & Westm. Ry. Box L. T., Roanoke, Va.

Rhode Island Reds and Ducks.

1909 Breeders at reduced prices. Some very choice birds at low prices. Write us for information.

WHITE BIRCH POULTRY FARM,
Box B, Bridgewater, Mass.

"Bulletin 26"

SENT FREE—"HOW TO KEEP AWAY CHICKEN LICE AND MITES" BY ONLY ONE APPLICATION A YEAR

Successfully used upwards of 30 years.

CARBOLINEUM WOOD PRESERVING CO.,
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IDEAL ALUMINUM LEG BAND
To Mark Chickens
CHEAPEST AND BEST
12 for 10c; 25-25c; 50-40c; 100-75c
Sample Band Mailed for 2c Stamp.
Frank Myers Mfr Box 51, Freeport, Ill.

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For Poultry is the best. Coarse or fine Granulated, also powdered. Buy direct from largest manufacturers of Charcoal Products. Ask for samples.

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LAKEWOOD FARMS

Breeders of the White Leghorn Fowl. Breeding Farms, Lakewood and Eatontown, N. J.

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Write for our free farm literature.



200 Egg Incubator \$3.00

No freight to pay. Actual hen in Natural Hen Incubator heats, ventilates, controls everything. No lamp, no costly mistakes. Best hatcher in the world. Agents Wanted. Send for free catalog. **Natural Hen Inc. Co., Sta. H 3, Los Angeles, Cal.**

Wednesday morning a considerable number of visitors were at the dairy barn early to see the cows milked. The Station has a fine herd consisting principally of Jerseys, Holsteins, and Guernseys. After breakfast most of the visitors passed the time until 9 A. M., when the chapel bell announced the final session of the institute at the poultry plant. Comment I heard was generally complimentary as to the condition of the stock, but critical as to the number of varieties kept, and the allowing young stock of different breeds and ages to run together. Prof. Stoneburn said he had "kept the plant tied together with a shoe string," while waiting to see what would come in the way of an appropriation, but now that it was settled they must make the best of what they had for a time, was going to get to work at once to put things in the best possible shape until the money for a new plant was provided.

"Mineral Elements in Fowl Nutrition," was the title of a carefully prepared paper by J. F. Lantz, of York, Pa., representative of the Hen-E-Ta Bone-Grits Co. This paper was out of the usual, in that while discussing the subject in a general way—and very instructively, too—it especially described and repeatedly urged the merits of the article in which the author was interested. Prof. Stoneburn afterwards told me he had in mind to make such discussion of articles or ideas of this kind an occasional feature in gatherings at the College.

Dr. L. F. Rettger, of Yale College, who is working with the Storrs Experiment Station, in investigations of white diarrhea, outlined his previous work in that subject, described the experiments now under way, and discussed the various theories of "white diarrhea." He said that the term was now loosely applied to all cases in which a whitish discharge was seen; that it should be limited to a par-

ticular kind of epidemic cases. He referred to differences of opinion of himself and other investigators and to the possibility of all being right because they have not yet made examinations of the same material. His discussion of the question shows forcibly the need of the investigators of "white diarrhea" getting together and finding out just where they "are at." Speaking of practical means of preventing the disease, he said his observation was that if infection could be prevented the first two days there was not so much danger. His view is that the linings of the crop and intestines are so delicate at first that the bacteria easily penetrate them, while later they resist the attacks. Experiments now under way are expected to throw some light on this. He introduced again the subject of feeding sour milk, brought up by Dr. Hodge, and dwelt at some length on the possible practical value of feeding to eliminate bacteria introduced into the system with or especially favored by some foods used.

To fill the vacancy created by the transfer of Mr. Lambert to the time allotted Brother Ligouri, J. H. Robinson was pressed into service, and gave a survey of conditions of the poultry industry, past and present, and briefly discussed their relations to its future.

After dinner, visitors began to leave in little groups, most remaining till the last minute that gave them time to make connections at Willimantic. It is understood that the association will hold the same kind of meeting at the same place next year. I anticipate for it a still larger attendance. The success of this meeting is likely also to lead to longer summer meetings of poultrymen at other colleges than the one day meetings. Indeed, the Massachusetts Association before it learned of the Connecticut plan, had been considering the same thing.

Worrying About the Poultry Editors.

A CONTRIBUTOR to one of our exchanges from the Pacific coast is giving that paper a series of articles on the "crimes" of the poultry world. As "crime two" he discusses the ignorance of the poultry editor. The gist of his charge is contained in the following: "There is no question but that the greatest shortcoming of our papers is their failure to cover at the appropriate time subjects that would prove interesting to all of us, and on which instruction is vitally necessary to the beginner, who, in my opinion forms the majority of the subscription list. It is lamentable how many papers fail to deal at the proper time with such important subjects as incubation, brooding, advanced stage of chick rearing, care of breeders, etc. * * * The subscriber to a poultry paper is entitled to have this information furnished him by his paper and at the proper time. He probably subscribed with the expectation of getting it. The fact that the information he needs was published by the paper a year or two ago, and is familiar to the older subscribers, does not help him. He is paying for his knowledge, and it should be given him, but in too many cases the season runs along, the paper comes out month after month filled with biological discussions, show reports, free readers, and uninteresting and irrelevant gossip, and he is obliged finally to write to some more experienced poultry raiser, and ask for the information desired."

That charge presents an opinion common among people who have considered the subject from a single point of view. It does not represent an intelligent opinion—though shared by not a few intelligent men. No man, however intelligent and well informed, can know all phases of every question. This charge displays failure to understand some very simple things—and first of all, a lack of apprehension of the function of a periodical. It is not the prime function of a poultry journal to systematically give instruction to beginners. It may make such instruction a feature for a period, as this paper did with its "Lessons in Poultry Keeping," a few years ago; but it cannot go over the same ground again year after year, if the work was done with any approach to thoroughness in the first place.

Nor is it necessary that it should. Matter of permanent value may be issued in book form, and in that form is more convenient and more satisfactory to the reader. A well considered treatment of such a subject in a book brings the knowledge of the subject up to the date of publication. The province of a periodical as it relates to matters appropriately treated in such a book, is to treat of their growth and advance. The book may be compact, concise, condensed; the periodical does its work best when—without straying too far beyond bounds it allows considerable latitude in discussions. A good many writers of books have missed their mark because they failed to see that the style of treatment suitable for an article in a periodical was not at all appropriate to a book.

Besides treating the class of subjects with which a book should deal in its own style, a periodical properly takes up many things that would be out of place in a book. Among such may be included some of those to which the writer quoted takes exception. Even the "free reader" may be more interesting to some subscribers than such repetition of information as his would characterize a paper conducted according to his idea.

From his own point of view it seems to us—this writer is open to severe criticism for undertaking to discuss in a semi-sensational way the "crimes of the poultry world," instead of offering matter of the class he thinks the paper should use. He does not pose as a novice. He is in the 200-egg hen claimer class; in fact away beyond that mark. So it would seem more consistent and appropriate for him to write practically for beginners than critically for editors of whose needs he has so imperfect an idea.

Dayton, O., Show.

The second annual show of the Miami Valley Poultry and Pigeon Breeders' Ass'n of Dayton, Ohio, will be held Dec. 28, '09-Jan. 1, '10 inclusive. W. C. Pierce of Indianapolis, Ind., will place the awards. The officers are A. G. Dross, pres.; E. M. Abbott, 1114 Superior Ave., sec'y, with B. F. Hewitt and W. H. Smith, assistants.



Learn About Paroid Roofing--

Read the facts, then decide.

Every year you're learning how to raise better poultry, how to increase the production of eggs. That's progressive experience.

Now, we've had a long, progressive experience in making roofing—over 25 years—much more experience than any other roofing manufacturer to-day. So we've learned a lot of things others have yet to find out.

PAROID ROOFING

We've learned how to make the PAROID felt right, because we make it in our own mills. Other manufacturers buy their felt from first one mill, then another—wherever they can get it cheapest. We have the most up-to-date felt mill in the country, equipped with special felling machinery.

We have designed our own saturating and coating machines—have our own special formula for making our waterproof compound—the result of years of experiment and test. This gives the most pliable, smoothest-surfaced, longest-lasting roofing on the market.

Proslate Roofing

is made to meet the demand for a colored roofing where architectural effect is desired. We use our regular finished PAROID as a base and add an extra weatherproof deep red colored coating by a separate process.

The ornamental edge gives the effect of stained shingles or slate.

Especially designed for residences, bungalows, club houses and fine farm buildings.

Neponset Red Rope Roofing

has been the standard low cost roofing for twenty-five years. Costs about the same as tarred felts and other cheap roofings, but lasts three or four times as long. Contains no tar, clean to handle, easy to lay.

OUR GUARANTEE is that we will replace every square foot of roofing that proves to be of defective manufacture. If a stronger guarantee than this could be made we would make it.

We also make the celebrated NEPONSET WATERPROOF BUILDING PAPER and FLORIAN SOUND DEADENING FELT for dwellings.

Free Books

To the Man Who is Going to Build. Tell us the kind of building or repairing you are planning and we will send you the right book with samples of our products and all of our building suggestions free. Write us—our advice may save you a costly mistake. Dealers everywhere sell our roofings.

F. W. BIRD & SON, Makers.

Established 1817.

205 Mill St., East Walpole, Mass.

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HEN-E-TA BONE-GRITS

NO OTHER BONE NEEDED | NO OTHER GRIT NEEDED

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100 LB. BAG \$2.25 | 50 LB. BAG \$1.50

30% PURE BONE ASH

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Classified Advertisements

Classified advertisements only will be inserted in these columns, and no display other than the initial word or name allowed. No advertisement containing less than TWO lines will be accepted. All parts of lines will be charged as one full line. No limit to number of lines ad. may contain. An advertiser can divide his copy and have an ad. under as many headings as he wishes. Cost of classified advertising will be at a uniform rate of 25 cents per line, each and every insertion; no less price per line for any number of lines or times ordered. Copy will be changed as often as desired without extra cost. About seven ordinary words make a line. Initials and figures count as words. We classify the headings in alphabetical order, the value of which arrangement to the advertiser is at once apparent, enabling the buyer to immediately locate advertisements of any particular kind in which he may be interested.

AGENTS.

YOU MAY WIN \$500 in cash or one of 100 other large cash prizes by acting as our agent. Sample outfit free. No experience or capital necessary. Mrs. Lillian Harned of Trenton, N. J., made over \$1000 in her spare time; write us today. McLean, Black & Co., Inc. 335 Beverly St., Boston, Mass.

BANTAMS.

SEIGHT, Buff, Black Cochins, R. C. B. and B. Games, Proper & Co., Schenectady, N. Y. 8-12

BREEDING STOCK.

BUFFINTON will sell Buff Plymouth Rocks, Buff and Col. Wyatts, Anconas, R. C. R. L. Reds, White Cochins Bantams. Write and see what we can do for you. Rowland G. Buffinton, Somerset, Mass.

LINE BRED S. C. Brown Lehigh and White Wyandotte cockerels, \$1 to \$5 each. Hillside Poultry Farm, Lebanon Springs, N. Y. 9-1

CHARCOAL.

GRANULATED Charcoal, coarse for hens, medium for chicks and pigeons, fine for mash. Also, goose neck irons, etc., etc. 5 lbs., \$2.50. Manhattan Charcoal Co., 334 W. 25 St., New York, N. Y.

EGG AND POULTRY RECORD.

EGG AND POULTRY RECORD, Printed, ruled, and bound for complete daily record by month of eggs laid, eggs and poultry sold, chicks hatched by incubators and hens, cash account, construction account, recapitulation, etc. Postpaid, 25c. Byam Printing Co., North Adams, Mass. 9-1

FAVEROLLES.

SALMON Faverolles—pens and cockerels for sale. A. F. McElroy, Goffs Falls, N. H.

FERRETS.

FERRETS, Collie pups and brood bitches; write Nelson's Kennels, Grove City, Pa.

5000 choice ferrets. Book and price list free. Levi Farnsworth, New London, O. 9-8

GAMES.

PIT Game fowl: Pit Bull Terrier and Boston Terrier dogs. J. P. Colby, Newburyport, Mass. 9-2

JAVAS.

BLACK JAVAS—FIRST CLASS stock for sale. Ask for circular. G. M. Mathews, Brocton, N. Y.

LEGHORNS.

BUFF LEGHORNS of quality, show birds and breeders; young and old stock for sale; bred from our New York winners. Satisfaction, or money back. L. E. Merriew, Marathon, N. Y. 8-2

CLEARANCE sale of splendid heavy laying S. C. Whites. See Maxfield's ad., page 247.

300 S. C. White Leghorn hens, \$1 each; first class breeders, cockerels and pullets, \$1 to \$2 each; trio breeders, \$5. C. A. Stevens, Box 3, Ransomville, N. Y. 9-1

FINE PEN of Buff Leghorns, at \$1 each. E. B. Mann, Highwood, Conn. 9-1

LICE PAINT.

ONCE A YEAR LICE PAINT will keep houses, brooders, etc., free from mites if used once a year; 50c. gal. Woodsdale Poultry Plant, Summit, R. I.

MINORCAS.

BLACK MINORCA eggs, \$3 per sitting. R. Story, 157 Arlington Ave., Brooklyn, N. Y.

2000 NORTHPUP'S Minorcas, world's best quality; cat. free. Geo. W. Hey, successor to Gen. H. Northup, R. 2, Raceville, N. Y.

R. C. B's Minorcas, young stock ready to show, \$2 each. J. A. Holden, Addison, N. Y. 9-1

ORPINGTONS.

WILLIAM COOK & SONS, Box K, Scotch Plains, N. J. For the best Orpingtons, any of the ten varieties, send to their originators; illustrated catalogue free.

BUFF WYANDOTTE WINNERS AT BOSTON AND WASHINGTON

Cockerels and pullets from my first pen fowl, Boston, 1909; 1st cock and 1st cockerel, Washington, 1909; as well as other winners. A few hens from my matings to spare; 400 chicks now maturing.

Dr. N. W. SANBORN, R. F. D. 316, Holden, Mass.

HUB INCUBATOR

A thoroughly tested machine, with entirely new features.

VISIBLE BROODER

The famous brooder that is giving universal satisfaction.

SEND FOR DESCRIPTIVE LITERATURE.

W. H. SOMERSALL & SON,

OFFICE 24 MT. VERNON ST., BOSTON, MASS.
FACTORY AT NATICK, MASS.

To say, when writing advertisers, "SAW AD. IN FARM-POULTRY," will benefit you—please them—and help us.

Some Advertising Problems.

(Continued from page 241.)

breeders of Dominiques. The majority of the inquiries mentioned your paper."

The above testimonials were selected from many as peculiarly bearing on points brought up by Mr. Owen and Mr. Ingalls. They are from small advertisers, and advertisers of varieties not classed among leaders in popularity.

Here is just one more from a breeder of W. F. Black Spanish, Arthur B. Carter, No. Attleboro, Mass.: "I have always been satisfied with my ad. in your paper. This year I didn't have much to sell, and so didn't advertise very early. Have had orders from as far off as California. Will be with you in February."

I could quote many more—but to what purpose? These seem to me to show that the small advertiser—even of less popular breeds—is not in such hard case that we need to consider emergency measures to enable him to live. The man of small capital just beginning cannot expect to do the business that the established breeder and man of large capital do. He has to wait and develop his business, and make a reputation. The breeder of one of the less popular kinds of fowls cannot expect to make the sales he might with a more popular kind. If a man is going into breeding for profit, he must take a popular variety. If he is breeding for pleasure, and advertising to sell his surplus, he is not entitled to rebates to enable him to compete for business with those who are offering what is most in demand.

From the standpoint of the poultry journal, too, it is wisdom and for the best interests of all concerned to charge for advertising space "all the traffic will bear," and leave it to the individual advertiser to decide whether his traffic will bear the rate. A lowering of rates which would greatly increase the volume of advertising would mean a wider distribution of a certain volume of business; or, to put it another way, it would mean less business for every old advertiser, and a great deal of dissatisfaction in conse-

quence. A paper cannot take advertising out of proportion to its subscription list, and give its advertisers generally satisfactory returns. It can "handle" only as many advertisers as it can, on the whole, give reasonably good service. As its subscription list grows it has to raise its rates, because the larger the number of copies printed the greater the cost to the publisher of the space he sells the advertiser.

Theoretically, we can imagine that a cheap paper with low advertising rate would gain immensely by the volume of its business. Whatever may come in the future, practically, at present, the growth of poultry papers is limited in all directions by the dependence of different factors upon each other. A paper cannot expand rapidly in any one direction without a corresponding expansion in others, and retain its balance.

The Brockton Fair Poultry Show.

The old time agricultural fair wouldn't look half as good to you in fact today as it does in memory. Truth is, a big modern fair like Brockton gives all the old attractions and a host in addition. You pay your money to get in; after you get in you look at what suits you. There is more "midway" than there used to be; there is also more poultry, and very much better poultry, and it is much better displayed. The displays of horses, cattle, sheep, hogs, fruits, vegetables, etc., are all large and good. You can give all the time you like to poultry, or you can balance the entertainment by inspection of other classes of exhibits. Remember the dates, Oct. 5-8, 1909.

The Tennessee State Fair Poultry Show will be held at Nashville, Sept. 20-25. John A. Murkin, Sup't.

The poultry show at the Tri-State Fair, Memphis, Tenn., will be held Sept. 28—through Oct. 2. Judges, Theo. Hewes, F. J. Marshall, and S. T. Campbell. R. C. Stockton, sup't., 10 N. Second St., Memphis, Tenn.

MONMOUTH POULTRY FARMS

FRENEAU, MON. CO., N. J.

Breeders of the famous MONMOUTH STRAIN of S. C. BUFF and WHITE LEGHORNS. We are offering some grand breeders at reduced prices. Write for descriptions. Now booking orders for fall delivery of cockerels and pullets; 5,000 youngsters to select from.

J. COURTNEY PUNDERFORD, Owner.

EGBERT WILSON, Jr., Supt.

\$1,000.00 REWARD

Will be distributed among the fifty persons sending us the greatest number of subscriptions before December 31, 1909

First prize, \$200.00 cash; second prize, \$100.00 cash; forty-eight other prizes valued at \$500.00

Besides this we are giving away many handsome special premiums to all of our agents. Send for complete list of premiums and offer today; it will be sent you free. Address

AMERICAN POULTRY JOURNAL PUBLISHING COMPANY
345 DEARBORN STREET : CHICAGO, ILLINOIS

WYANDOTTES.

SILVER WYANDOTTES, 90 per cent of my breeding stock of one and two year olds, including some English hens. If you want to improve the lacing on your birds, these hens will do it. Young stock in the fall. J. C. Jodrey, Box A, Danvers, Mass.

REDUCTION sale of all W. Wyandotte stock and eggs; cat. free. E. Gimlin, Taylorville, Ill.

COLUMB. Wy's, young stock ready for fall fairs \$2 each. J. A. Holden, Addison, N. Y. 9-1

SHOW COOPS.

EMPIRE SHOW COOPS for rent. Address, Paul G. Springer, Sec'y, South Jersey Poultry and Pigeon Association, Bridgeton, N. J.

WANTED.

LIVE POULTRY WANTED. We are paying 12c. to 22c. per lb. for pullets; 10c. to 13c. for hens; 11c. to 13c. for chickens. Immediate returns. The Park & Pollard Co., 46 Canal St., Boston, Mass.

POSITION WANTED by A-1 poultryman; single, experienced; best of reference. Address A. T. R., New Hackensack, Dutchess Co., New York. 9-1

POULTRYMAN, first class ref., desires position. Private estate preferred. "Chester," care F. I.

WANTED, two men to buy my poultry farm—140 acres—\$8,000. Write for circular to J. C. Bowen, North Springfield, Vermont.

YOUNG single man wants position poultry farm to learn. No experience. Wages no object. R. Kuhlrow, 66 Hansman St., Brooklyn, N. Y. 9-1

WANTED, shipper able to furnish weekly not less than 4 to 6 crates of henner eggs; 5 cents above highest New York market quotations. No dealers wanted. Correspond L. Funcke, 230 Amsterdam Av., New York, N. Y.



The Editor's Question Box.

Wyandottes. (H. W. B.)—"Do White Wyandottes lay a brown egg? Are the eggs smaller than the Rocks, or R. I. Reds? In your opinion, is the W. Wyandotte as profitable as the Rocks or Reds in yielding eggs?"

White Wyandotte eggs range in color from very dark "brown" to "gray," the latter color as applied to eggs being used to describe a light colored egg that is not white. There is also a wide range in size of eggs. I am inclined to think that the average of White Wyandotte eggs is smaller than the average of Plymouth Rock and R. I. Red eggs. This opinion is based in part on observation of sizes of eggs as I have visited poultry plants, and in part on statements of many breeders who have kept the several varieties. At the same time it is a fact that many flocks and families of Wyandottes mentioned, lay eggs as large as any Rock or Red eggs I have seen. In regard to numbers of eggs produced, there is no general breed difference. As a matter of fact these breeds, the Orpingtons, and a number of less popular and not well established breeds are of a common type, within which breed and variety differences count for little when productive qualities are under consideration. Hence a poultry keeper may choose a breed or variety to please his eye or suit his environment, and then look about for stock of the kind he has chosen that meets the particular requirements.

Trespassing Pigeons. (E. G. M.)—"From 8 to 10 pigeons of late are in the habit of coming at feeding time and helping themselves to what I feed the hens, and hens don't bother them. Have I any right to catch them and dispose of them?"

Mr. M. is a resident of Rhode Island. I don't know what the laws of that state are to trespassing birds are. If the annoyance is serious I would suggest that he either consult a lawyer as to his rights in the premises, or see if he can get the information at the office of the State Board of Agriculture. If he knows or can learn who owns the pigeons, he could give them notice to keep the birds up. If the owner of the pigeons is known, and acknowledges ownership, and after being notified fails to keep the birds up, I presume Mr. M. would be entirely within his rights if he trapped the birds, notified the owner that they were in his possession, and if damages and cost of keeping the birds were not paid within a certain time he would kill them. But, under the supposed conditions I would not advise him to kill the birds without finding out what the law in his state is. It sometimes happens that the owner of a flock of pigeons of which complaint is made denies ownership, saying the pigeons are unwelcome tenants of his premises. That was the case in regard to a flock of pigeons that caused me a good deal of annoyance once. I trapped a part of the birds, and killed and ate them. The rest quit coming. I never knew just why, but supposed the party on whose premises they made their home concluded that if the pigeons were to be killed and eaten he might as well have them himself.

Fowls Trespassing. (W. D. H.)—"Several poultry fanciers, beside myself, wish to ask you a question, which I would be pleased to have you answer by letter, so we could present this to our neighbor, who is making a complaint. The situation is as follows: Back of our properties is a twenty-five acre pasture field which has been used as pasture for the last twenty years. At the present time there are about eight to ten cows pasturing in this field. The land lies part on a hillside and part on level (about half and half). In all we have possibly two hundred chickens scattered fairly well over this meadow. He claims that the chickens are destroying the grass, and it will be necessary for us to keep them out. The writer is under the impression that chickens are doing more good than damage. They certainly keep down the insects, and the grass does appear to be better in the immediate vicinity of where the chickens run. This we have not taken up with the owner, but hope to get several letters and present the whole matter to him at one time. We offered to pay rent."

The owner of enclosed land is entirely within his rights in prohibiting owners or tenants of adjoining property from running chickens over it. If Mr. H. and his friends can persuade this man that their chickens do not damage, or do benefit his pasture, that might be to their advantage; but he is under no obligation to consider that phase of the question. If he doesn't want the chickens there and says so, that settles it. He can compel them to respect his wishes.

Massachusetts State Poultry Association Meeting.

The most popular speaker on poultry matters in America today is Prof. James E. Rice, of Cornell, who will be the principal speaker at the field meeting of the Massachusetts State Poultry Association at the Agricultural College, at Amherst, October 12 and 13. Program will be issued about October 1st, and will give particulars as to other speakers, hotel accommodations, etc.

Another New Poultry Paper.

It gives us pleasure to comply with the request of the president of the American Poultry Publishing Co., Buffalo, N. Y., that we inform our readers that there will be ready for free distribution September 15-20, the prospectus of a new paper, the *American Poultry World*, to be published by that company, the first number to appear November 1st. Officers of the company are: Pres. Grant M. Curtis; vice-pres., P. T. Woods; sec'y-treas., L. M. Aise. The editorial staff is made up as follows: Editor, Grant M. Curtis; managing editor, P. T. Woods; standard editor, J. H. Drevendst; associate editor and manager of circulation and advertising, Wm. C. Denny; editor woman's department, Helen T. Woods; artists, A. O. Schilling, F. L. Sewell, and I. W. Burgess. Most of the persons named above are also connected with the *Reliable Poultry Journal*, Quincy, Ill., and we understand will continue with that paper, though according to announcements the new paper is not to be an eastern edition of the *R. P. J.*, but will far surpass anything that has yet been seen in poultry journalism. Such announcement from an experienced staff makes us all sit up and take notice, and a few of us wonder why they have been keeping their talents concealed, and what will happen when they let themselves out. Joking aside, however, curiosity will soon be gratified. The prospectus will give their ideas, and the paper itself will soon follow. For prospectus, address American Poultry World, Stafford Building, Buffalo, N. Y.

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A Poultry Book That Is "Different."

IN the matter of book reviews it has been the custom of the editor of this paper to simply pass by books he could not commend to its readers, and not mention them at all unless there should turn up in his correspondence an inquiry in regard to the book, or something in it, or the standing of its author. Such inquiries have been answered in the columns of this paper as inquiries on other subjects are.

Recently there has come to my desk a book of this class which does not seem to me entitled to whatever benefit it might get from our custom. This book is "The Dollar Hen," by Milo M. Hastings, published by the Arcadia Press, New York. Mr. Hastings is described on the title page as "Formerly poultryman at Kansas Experiment Station; later in charge of the commercial poultry investigation of the United States department of agriculture." To any one not acquainted with the extent and character of Mr. Hastings' services in these capacities such a description naturally suggests competence, experience and authority passing that of the mere scribe with no official record. Throughout the book the author constantly seeks to fortify this impression by an assumption of intimate acquaintance with the inside of all phases of poultry culture, and by uttering his personal views on all sorts of questions that are in doubt, with an air of finality that to older heads and longer experience is amusingly amazing.

The fact that official connections not long maintained, and in which he was not especially distinguished, are used as they are in this case, makes it appropriate to show the public just what the book is.

Mr. Hastings, by his attempts to justify his hasty excursion into poultry literature by wholesale condemnation of all other poultry literature, and by the abundance of slurring references to all classes of workers who have contributed and are contributing to the distribution of knowledge of poultry culture, which distinguishes his treatment of the subject, forfeits whatever claim an author so inexperienced might have on the leniency of a critic.

In his preface Mr. Hastings takes the people into his confidence, and tells them just why he felt called upon to write a book. Says he:—"There are today on the book shelves of agricultural colleges and public libraries scores of complete works on 'Poultry,' and hundreds of minor writings on various phases of the industry. Let the would-be poultryman master this entire collection, and he is still in ignorance of facts and principles, a knowledge of which in better developed industries would be considered prime necessities for carrying on the business."

"As a concrete illustration of the above statement, I want to point to a young man, intelligent, enterprising, industrious, and a graduate of the best known agricultural college poultry course in the country. This lad invested \$18,000 of his own and his friends' money in a poultry plant. The plant was built and the business conducted in accordance with the plans and principles of the recognized poultry authorities. Today the young man is bravely facing the proposition of working on a salary in another business to pay back the debts of honor resulting from his attempt to apply in practice the teaching of our agricultural colleges and our poultry book shelves."

Now it may be freely admitted that there is a great deal of poultry literature that is of no great value, but such wholesale condemnation of poultry books as Mr. Hastings has been guilty of is ridiculous. Equally absurd is it to blame the agricultural colleges and the poultry books for such failures as that described. I am not sure that I can locate this particular case, but if Mr. Hastings will give me the name of the young man, and the young man will stand for a truthful account of his venture I will engage to show that his failure was due to his own follies, and further that there was no fact or principle essential to his success that if not specifically taught him at the agricultural college was not accessible in one or more of such standard books on poultry culture as a student of the subject would be supposed to have.

But, in this author's view, failure to give "facts and principles" is not the

only sin of instructors in poultry culture. He declares:—"The chicken business is especially prone to failure * * * but most particularly because practically all the literature published on the subject has been written by or written in the interest of those who had something to sell to the poultryman." A little further on he says: "Estimates of poultry profits are quite common, but there are few published figures showing the results that are actually obtained under practical working conditions. In this volume I will try to give the facts of what is being and can be actually accomplished."

There is a sense in which the first statement is true, but it is evident from the context that Mr. Hastings did not use it in that sense. Not only "practically all," but literally and absolutely all poultry literature is written to be sold—even Mr. Hastings' book is no exception. But in the sense in which it is plainly used—to give the impression that all poultry writers before Hastings were deceivers, the statement is false, and an insult to everyone of the many who out of far greater experience than his and with much better judgment than he shows have honestly endeavored to give trustworthy information about poultry culture, and—we may add—have succeeded so well that thousands following their advice have become "self-taught" successful poultry keepers.

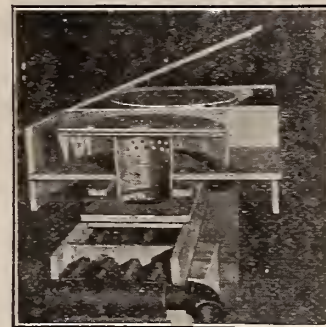
It is easy to make such statements at random. Mr. Hastings would find it rather difficult to show wherein his statement applied to many poultry books or pamphlets that were not admittedly primarily published for advertising purposes. I venture to say, too, that most poultrymen comparing a book of this class treating any subject discussed in "The Dollar Hen" with that publication will find the former more useful.

After several chapters of generalizing, Mr. Hastings comes to the discussion of "The Dollar Hen Farm." The plan of housing is vaguely described in a short paragraph, and then "The exact style of the house I leave to the reader's own plan." Then, after several paragraphs more of rambling generalities, comes this gem:—"There have been books and books written on poultry houses, but what I have just given is sufficient poultry house knowledge for the Dollar Hen man. If he hasn't enough intelligence to put this into practice, he has no business in the hen business. Additional book knowl-

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edge of hen houses is useless; it may be harmful. If you are sure that you are fool-proof you may get Dr. Feather or Reverend Earlobe's "Book of Poultry House Plans." It will be a good textbook for the children's drawing lessons."

It strikes me as odd to find such stuff in a book of which the author says "the chief aim is to place the poultry industry, which is now conducted as an art, in the realm of technical science."

By the way, that sentence occurs in connection with another oddity. "In such a volume," (as described in the quotation), says Mr. Hastings in his chapter on "Practical and Scientific Breeding," "it might seem proper to devote considerable space to the subject of breeding. That I shall not do so is for the reason that while theoretically I recognize the important part that breeding plays in all animal production, for the practical proposition of producing poultry products at the lowest possible cost, a knowledge of the tech-

nical science of breeding is unessential, and may, by diverting the poultryman's time to unprofitable efforts, prove an actual handicap."

It seems pertinent to remark that if the follower of Mr. Hastings must rely mostly on his own intelligence for details of such matters of building, he might safely be given a little "technical knowledge" of the science of breeding, and trusted not to misuse it. Keen appreciation of the danger, however, does not prevent the author from filling a chapter with random observations on the subject, chiefly for the purpose, it appears, of giving readers of the book the author's opinions on matters immediately described as of no practical use to them. Forgetting that after exposing all the previous writers he promised to give actual facts, when he comes to details of his model practical farms, it is all imagination and estimates. "Suppose" so and so, and so on through the description of a plant to cost \$3,750, for land, farm

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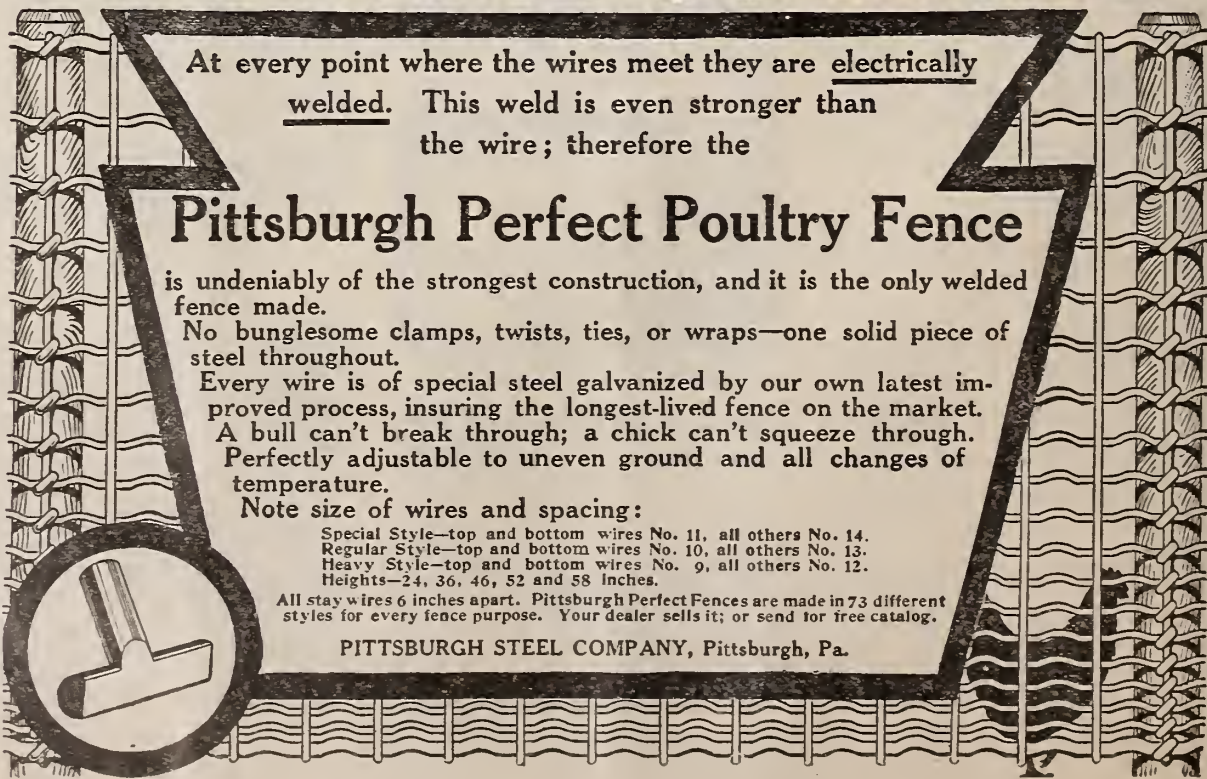
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I am not able to learn that this farm exists anywhere but in the author's mind. There, it would seem, are other farms also—in fact the ideal farm is to be part of an ideal community, and the community is to be developed by a corporation, and the corporation will want an expert manager, and when such a corporation needs such a manager where would it go?—nay, why should a capable man wait for the corporation? Why should he not after having published his ideas in a book—just to educate people up to them—organize a corporation, and proceed to business? The only thing we can see to prevent it is a horror of falling into the class of writers for their own or other special interests.

As a result of his studies of the poultry situation, Mr. Hastings has made some startling discoveries. He makes a map of the country, dividing it into sections according to his ideas of advantages for poultry production. The New England states, New York, Pennsylvania, northern New Jersey, eastern Ohio, most of West Virginia, and the northeastern parts of Maryland and Virginia he includes in "Section 6." Of this he says:—"Section 6 is the 'Down East' section of dense population. The land for the most part is rocky, wooded, and hilly. The climate and nature of the soil are against the economical production of poultry, but the grain rates from the west are low enough that imported grain can be profitably fed, and as the markets are the best in the country, commercial poultry farming has gained quite a foothold." He would not recommend anyone starting a poultry farm to go into this section, but those already established may stay. The man who wants to make a specialty of poultry farming he would locate in southern New Jersey, Delaware, eastern Maryland, or the eastern, central, or southern parts of Virginia. The advantages he claims for this section are good cheap land, favorable climate, reasonable grain rates, "the best market in the country—New York city—within easy shipping distance."

The "next best" section covers the extreme southern parts of West Virginia, Indiana, Illinois, Missouri, all of Kentucky and Tennessee, most of Arkansas, the extreme northern parts of Georgia and Alabama, and the extreme western part of Virginia.

This arrangement is based not on what has been or is being done in different sections, but on Mr. Hastings' ideas as they relate to the possibilities of the development of "poultry communities."

What he means by the statement that the climate and nature of the soil of his "Section 6" are against economical production, I do not know. There is considerable variety in both in this section, and poultry are grown with profit all over it. Commercial poultry farming has not merely "quite a foothold," but is much better established here than elsewhere—that is, considering the section as compared with other sections. As a matter of fact Mr. Hastings' divisions are arbitrary, and no valid reason could be given for placing the boundary lines as he places them rather than in some widely different position. As an illustration of the absurdity of his arrangement, the difference in adaptability to poultry growing (considering all elements of cost in their relation to results) between the extreme eastern and western parts of Massachusetts is very much greater than between northern and southern New Jersey, and the eastern part of Massachusetts south of Boston and near the coast and Rhode Island and considerable parts of Connecticut are much more like New Jersey in general winter conditions than like the Berkshire section, but northern New Jersey is in one "section," and the other localities mentioned all in another "section." Of what service is it to anyone to define boundaries unless the boundary lines represent actual differences in conditions?

It has long been observed by those in positions to compare results obtained by poultry keepers in different parts of the country that while according to the old theory (which Mr. Hastings uses) warm climates were most favorable for poultry, egg production was better both winter and summer in colder sections, and chickens grew more rapidly and developed more

symmetrically in the cooler regions of the northern states than farther south. I think most people who have had experience in keeping poultry in this and other parts of the country will agree that the combination of soil and climate found along the eastern coast of this country from New Jersey northward gives nearly ideal conditions for poultry growing—not better in every respect than elsewhere, but an unusually favorable combination. The soil is light, but not too light. The winters are not extreme. Snow does not lie long. The summers are not excessively hot. When we get far enough south to have extremely hot summers we get slow growth in chickens through the heated term, and a much greater amount of hot weather diseases, and in consequence both old and young stock fail to get the advantage over northern grown stock that they should have if the temperature presented neither extreme.

Putting together ideas I find scattered through this book it seems to me quite clear that its author imagines he can locate a section where the poultry farmer could get low cost of production, yet market his products where they sell highest, and that with low cost for distribution. Such an idea is chimerical. The universal tendency is to an equalization of profits—of the difference between cost to the producer and cost to the consumer.

His work affords a good illustration of the general tendency of theorizers and "estimators" to suppose that theirs are different from other theories and estimates. I cannot see wherein Mr. Hastings differs greatly from the average novice who as a result of superficial acquaintance with the business thinks he can devise a system that will "break the bank" against which so many enthusiastic avoiders of the methods that give the usual modest successes of poultrymen, have pitted their judgment and such shekels of their own or others as could be secured for the purpose. The notable difference is that the average individual of this class puts off the writing of the book until he has demonstrated his theories—hence the book rarely appears.

Further discussion of "The Dollar Hen" may not be required, yet among many instances supporting the general views of the book I have expressed I find a few I



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think my readers will find particularly interesting.

Thus, in the chapter on "Experiment Station Work," this statement:—"When scientific experimenters entered the poultry field about fifteen years ago, they found it swarming with old ladies' notions. * * * The first duty of the scientist was to banish these will-o'-the-wisp ideas. * * * For illustration—Round eggs were supposed to hatch pullets, and long ones cockerels. Eggs will not hatch if it thunders. Shipped eggs must be allowed to rest before hatching; the drug store was the universal source of relief when the chickens became sick; and red pepper and patent foods were the egg foods par excellence. These things, thanks to the scientist, are no longer believed or regarded by well read poultrymen."

The facts as regards the matters mentioned are: that the "old ladies' notions" mentioned, and various others have never been generally believed by intelligent and observant poultry keepers; that the scientists have had little to do with correcting such notions; that the scientists so far have given most of their attention to amateurish experiments that were not needed; and that the doctoring of poultry is quite as prevalent today as it was fifteen years ago.

Here is another:—"So-called meat breeds, that is, the big feather legged Asiatics, save on a few capon and roaster plants in New England, are really useless." Another:—"To all practical intents and purposes the epidemic disease has been banished from the poultry farm."

Another:—"Most poultry writers when they make the statement that broilers do not pay, insert the phrase, 'as an exclusive business.' This is merely a ruse to take the rough edge off an unpleasant statement, for it certainly hurts the poultry editor to admit that a much exploited branch of the industry is a failure. Nevertheless it is a failure, and the more frankly we admit the facts, the less good capital and good brains will be wasted in the attempt to produce at a profit something which is and probably always will be produced at a loss."

The facts as to the broiler business are as they have been stated by many poultry writers and editors over and over again since long before Mr. Hastings began his "work" with poultry. The facts are not as Mr. Hastings states them. The idea of there being any occasion for editors or other writers to consider their own feelings in matters of this kind is the silliest of the many silly statements of the book.

"The Dollar Hen" is chiefly valuable as a warning to those in authority to exercise especial care to prevent situations arising which make it possible to trade in this way on a brief connection with public service.

Still Another White Diarrhea Theory.

The inventor discusses it as "bowel trouble," but it is plain from his article that he is writing about what is commonly called white diarrhea. The article appears in the *Country Gentleman*. The author is a Mr. C. B. Stoddard, address not given. Mr. Stoddard gives it as his opinion that "bowel trouble" is caused by chicks eating their own excrement. He thinks that the practices of leaving young chicks without food for several days, and of shipping "day old" chicks without food and without provision for removing their droppings from their reach, are responsible. He declares that "in a very few hours after hatching, a healthy chicken will begin to pick at things, and will swallow what it can get into its mouth."

Our observation does not accord with this. The little chick is in no hurry to begin eating. Few of them will do more than try things that "look good" to them with their bills for the first 24 to 36 hours.

Mr. S. thinks special precautions should be taken to prevent little chicks eating their excrement. He says he takes such precautions, and also says: "I wish to make the unqualified statement that I have never lost a chicken of my own hatches, either by hen or incubator, on account of bowel complaints, lice, or any contagious or infectious disease." He does not say how many chickens he has hatched or hatches annually, but throughout his article gives the impression that

he has had considerable experience. His statement may be true. We don't know whether it is or not. From what we do know of the experiences of poultrymen, however, we couldn't accept such a statement as a fact if it applied to any large number of chicks. We've had poultrymen tell us they never had a case of roup when their flock was full of it.

Hurry, Light Brahma Breeders.

The American Light Brahma Club is making great progress, its membership having nearly doubled within the past year. The new catalogue will be out about Sept. 1st, and we wish to ask everyone interested in one of the oldest and best general purpose breeds of to-day to join the club and help push the Light Brahma to the front, and incidentally help yourself. The membership including first year's dues, is \$1. The officers for 1909 are as follows: President, C. P. Nettleton, Shelton, Conn.; vice-president, Chas. I. Balch, Manchester, Conn.; sec'y-treas., Frank P. Johnson, Station A, Indianapolis, Ind.; assist. sec., Emory E. Banks, East Pembroke, N. Y. Executive committee—H. N. Rollins, Westboro, Mass.; Chas. J. Frost, Paterson, N. J.; C. J. Brown, Brooklyn, N. Y.; J. Greenwood, Westwood, N. J.; F. O. Groesbeck, Hartford, Conn. Send for booklet, "A Club and A Mission Worth While."

Chicago Show Under New Management.

One of the biggest shows of America will be held in Chicago, December 7—12, 1909. The old association has retreated from the field, and a new association to be known as the "Great Mid-West Poultry and Pet Stock Association," has been organized. They have secured the Coliseum Building, one of the best show rooms in America, and the exhibition will be run on strictly down to date principles. America's leading judges will award the prizes, and every premium will be paid in full and in cash.

The caging of the show will be looked after by the Empire Cooping Company of Fultonville, N. Y. The following well known fanciers are back of the enterprise. Every one of them are well known to fanciers in all parts of the country, and are an absolute guaranty that the show will be run for the good of the poultry business in general, and not any individual in particular. Ernest Kellerstrass, Kansas City, Mo.; Geo. Rudy, Mattoon, Ill.; G. S. Byers, Hazelrigg, Ind.; Irving A. Sibley, South Bend, Ind.; J. C. Dinsmore, Kramer, Ind.; F. C. Hare, Quincy, Ill.; Reese V. Hicks, Topeka, Kans.; Chas. Buschmann, Wm. Stoltz, Henry Dipple, and Inland Poultry Journal, Indianapolis, Ind.; A. E. Martz, Arcadia, Ind.; E. E. Richards, Cedar Rapids, Ia.; F. L. Kimmey, Morgan Park, Ill.; Dan Palmer, Yorkville, Ill.; American Poultry Journal, Chicago, Ill.; and other fanciers.

THEO. HEWES, Sec'y-Treasurer.
Indianapolis, Ind., June 4, 1909.

WITH EVERY ROLL
of
CONGO
RoOFING

THIS
GUARANTEE
BOND
FULLY PROTECTS YOU

LOTS of manufacturers are keen to tell you what their goods are made of. They give you a beautiful word picture of a marvelous and mysterious "gum" that only they can produce. Others tell you of the real "rubber" that they use—and so on.

Regarding Congo Roofing, we have only two statements to make:
First—We believe it is the *best* ready roofing made.
Second—Because we believe that, we give a *genuine Surety Bond* with every roll, which guarantees three-ply Congo for 10 years.

These bonds are issued by the *National Surety Company*, and they are as good as a government bond.

No other roofing manufacturer *dares* give such a guarantee.

You take no chances when you buy Congo.

There is no "gum" in it to make it sticky; there is no rubber in it to get brittle. It is made of the best roofing materials that it is possible for us to purchase under the best manufacturing conditions. Because it is made right, it gives such satisfactory service that we are not afraid to issue a *Guarantee Bond* to back up every statement we make.

Ask any other manufacturer for a *Real Bond*, and see him squirm.

Booklet and samples of Congo free on request.

UNITED ROOFING AND MFG CO.
Successors to Buchanan Foster Co.,
507 WEST END TRUST BLDG., PHILADELPHIA, PA.
CHICAGO SAN FRANCISCO

The East Tennessee Poultry Association.

Will hold its fifth annual exhibition at Knoxville, Tenn., January 5—8, 1910. D. M. Owen, of Tennessee, and H. W. Blanks, of Louisiana, judges. John E. Jennings, sec'y-treas., 202 Fifth Ave., Knoxville, Tenn.

Losses From Rats.

It is a difficult matter to estimate with any certainty what this amounts to for the average poultry raiser during the year. There are, however, very few who do not sooner or later have considerable trouble with these rodents. The great difficulty is that the usual means for exterminating them are unsatisfactory, as they are dangerous to other life. Scientific research, however, has overcome this difficulty, and it is now possible to exterminate rats and mice without any danger to poultry,

domestic animals, or human beings, by using the Rat Virus furnished by the Pasteur Vaccine Company, Ltd., who are the sole concessionaires for the United States of several world renowned foreign biological laboratories, and whose advertisement appears on another page.

This virus is fed to the rodents on bait, therefore is extremely easy to use. In the course of a few days a contagious disease develops in the rodents partaking of the bait, and in due course they die. There are, however, no unpleasant results, as neither the virus nor the disease are injurious to other life. Furthermore, there are no unpleasant odors, as the rodents act as their own scavengers, devouring their dead companions, which helps to keep up the contagion.

Further particulars can be obtained direct from the Pasteur Vaccine Company, which has offices at 323 Dearborn St., Chicago and 366 West 11th St., New York in this country.

YOU CAN SAVE OVER 50 CTS. ON EVERY DOLLAR

BY BUYING YOUR BOOKS DIRECT FROM FACTORY

HERE—RIGHT NOW IS AN OPPORTUNITY, FOR THE FIRST TIME, TO BUY BOOKS DIRECT FROM THE BIGGEST BOOK FACTORY IN THE WORLD. A chance for you to secure, delivered to your station, transportation charges paid, the best books, at the bare paper and ink cost, plus our ONE SMALL PROFIT. A saving to you of over 50 cents on every dollar.

As **ACTUAL MANUFACTURERS** turning out more than 14,000 complete books every day, our line is composed of the best Standard Authors. Educational works (Dictionaries and Encyclopedias) Histories, Philosophy, Science, Fiction, Romance, Standard Authors (Dickens, Scott, Thackeray, Poe, etc.) Religious and Art Works, Oratory, French and English Classics, Natural History, Cook Books, etc., all contained in our new catalog—at factory prices—sent free on request.

And to prove to you that we mean exactly what we say, that we CAN and DO sell books at factory prices, we list you here a

Special Direct From Factory Summer Offer.

We will send you, charges paid, for your examination and approval, this magnificent \$42.00 five volume New American Encyclopedic Dictionary (see cnt) revised to 1909, containing 5000 full pages set in large clear type, each page 11 1/4 x 9 1/4, plainly defining in easy-to-understand English 250,000 words, treating thoroughly in an encyclopedic manner 50,000 subjects, elegantly illustrated throughout. In short, a set of books you would feel proud to own, because they are the best, most authentic and up-to-date work of their kind. This set, bound in heavy Buckram, in five handy, durable volumes, sent to you, transportation charges paid, for a 10-day free examination for only \$16.50. And for extra good measure we will give you absolutely FREE, with our compliments, one \$5.00 MODERN ATLAS OF THE WORLD, or a total of \$47.00 for \$16.50. Of course, you have a dictionary now, but you ought to have a better one, and you will never find anything to equal this.

Send no money. Take no risk. Simply ask to see the books. Keep them right in your own library for 10 whole days, then decide yourself whether you want the books or not. If you don't want them we will take them away at no expense to you. If you like the books, remit us 50 cents, and \$2.00 each month for eight months. Send your order today, or better, RIGHT NOW. A postal will do.

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VOL. V
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The Werner Mark of

Book Quality

To say, when writing advertisers, "SAW AD. IN FARM-POULTRY," will benefit you— please them—and help us.

TRADE TOPICS

A Leghorn Opportunity.

Parties seeking a heavy laying strain of S. C. White Leghorns will do well to look up Mr. Maxfield's clearance sale announcement elsewhere in the columns of this issue. His birds are raised on free range, insuring splendid health and vigor, and this undoubtedly is an excellent opportunity to obtain stock which has been carefully bred for years with prolific egg production the chief object.

Folder on S. C. Reds.

While the literature issued by Mr. John D. W. Bodfish, West Barnstable, Mass., in regard to his fine stock of Single Comb R. I. Reds is not voluminous, it is, nevertheless, interesting and convincing, and will no doubt prove an effective aid to his selling plans. His neat folder will be mailed free to anyone interested in the Single Combs.

A Good Fall Catalogue.

We acknowledge receipt of a copy of the Fall Catalogue issued by Irving A. and Frank Churchill Sibley, 1032 East Jefferson St., So. Bend, Ind., and anyone interested in Rose Comb R. I. Reds would undoubtedly appreciate a copy of this fine 20 page book. It contains true to life photographs of their noted prize winners; a list of their splendid show successes; fine reproductions of cups won at important exhibitions, and other matter of concern regarding this popular variety of a popular breed. Prospective investors in Rose Comb R. I. Red stock or eggs will do well to secure a copy, which will gladly be sent free upon request.

Strongly Recommended.

The Hall Mammoth Incubator Co., of South Columbia, N. Y., are sending out a very neat catalogue with the title "Results." It contains strong and convincing testimonials from large poultry raisers that have installed their Mammoth Incubator and Brooding System. Such well known plants as Lakewood Farms Co., Pittsfield Poultry Farm Co., Onalake Poultry Farm, Newtown Producing Co., and others speak very highly of the efficiency of the Hall System, and judicious distribution of this piece of literature should help the Hall people materially.

For Minorca Breeders.

Breeders who wish to introduce new blood, or those who contemplate starting with some first class stock of the Single Comb Black Minorca variety, will be interested to learn that Mr. Rowland Story, 187 Arlington Ave., Brooklyn, N. Y., claims to have more and better stock this season than ever before. His this season's cockerels, he informs, weighed $4\frac{1}{2}$ lbs. July 1st, which certainly presumes excellent size at maturity. He has, he advises, 25 high class females, mostly prize winners and ready for early fall shows, which he will dispose of at bargain prices. Mr. Story is one of the best known and most successful breeders of Single Comb Black Minorcas, and his reputation as a special and general judge of that variety is long established. Here is unquestionably an opportunity to obtain some splendid birds at a reasonable outlay.

Protection Against Fire.

The manufacturers of Amatite, one of the best known of the mineral surfaced roofings, received the following letter from Hot Springs, Arkansas: "Dear Sirs: I want twenty more squares of Amatite, and I will tell you why. I had a house gutted by fire three weeks ago, and it was covered with Arkansas shingles, thin shingles, and a rubber roofing. One kitchen was covered with Amatite, and it seemed to be the only fire resisting roofing on the house. All of the other roofing was entirely destroyed. After the fire was put out the Amatite roofing was standing with the exception of some places

where the sheathing had torn out and broken holes through it. In fact the major portion of the Amatite would have turned water after the fire.

"As I am going to rebuild, I want enough Amatite to cover the entire house. Yours respectfully, G. F. MALDING."

If not familiar with Amatite, send and get a sample at once. This roofing needs no painting, and is fire retardant as well. Address the nearest office of the Barrett Manufacturing Company, Boston, New York, Chicago, Philadelphia, St. Louis, Cleveland, Pittsburg, Cincinnati, Kansas City, Minneapolis, or New Orleans.

\$14,000,000 Contract for The Werner Co.

Elsewhere in the columns of this number our readers will note a book announcement made by the long established and reliable firm, The Werner Co., Akron, Ohio. Operations of the highest grade of book making, which includes printing, binding, and every essential to the production of the finish work is conducted on a scale which enables the manufacturers to save you money on the purchase of such books by such authors as Edgar Allen Poe, Dickens, Thackeray, Scott, De Maupassant, Voltaire, etc., etc., besides all the best Dictionary, Encyclopædic, and Historical works. The following clipping from the *Akron Times*, will give you some idea of their ability and facilities for fulfilling contracts on a large scale:

"Only once before in the history of any book making concern on the American continent was a book manufacturing contract closed involving a sum so large as \$2,000,000. This was done by the Werner Co. of this city, in 1893.

"The Werner Co. has just closed a contract which far eclipses the former one, this one being for the manufacture of books of a national historical character, to which every president of the United States has been and will be a contributor, the consideration being \$14,000,000; the work involved will cover a period of several years.

"During the past years new machinery and new facilities of various kinds have been continuously added to the local plant, making its equipment adequate for the undertaking of a work of such an enormous character.

"While ordinarily it is extremely difficult to obtain from the Werner Co. any

statistics regarding the volume of the company's business, the immensity of this contract is so marked that Akron people will be much interested to learn what a book manufacturing contract of this magnitude means.

"The following will constitute some of the requirements:

"1. There will be five millions volumes of books, each of about 1,000 pages.

"2. Twenty millions of pounds of book paper, of high grade, will be required, which is equal to about 650 carloads.

"3. Five millions of pounds of book-binders board will be required, which is equal to about 170 carloads.

"4. One million of full animal skins will be required, which implies the slaughter of one million heads of cattle, equal to about 100 carloads of leather.

"5. Five millions of sheets of wrapping paper will be required, equal to 30 carloads.

"6. One hundred thousand pounds of ink will be required, which is equal to 4 carloads.

"7. Twenty-five millions of leaves of pure gold will be required to embellish the covers and edges.

"8. Fifty carloads of other miscellaneous supplies, not enumerated, will also be required.

"9. Four hundred thousand large wooden boxes will be required to pack and ship the books, representing four millions of square feet of lumber, or about 260 carloads of lumber.

"10. The total number of carloads of raw material required to execute this contract will be 1,300; or in other words, 42 trains of 30 cars each.

"11. If one of the largest printing machines of the Werner Co. would be obliged to execute the printing of this tremendous contract it would require this machine, at the rate of nine hours a day, to run for 16,000 working days; or, in other words, for about 51 years."

The Werner Co. issue a very interesting catalogue and price list, and prospective buyers of books who want to save money, will consult their best interests by sending to The Werner Co., Dept. F. P., Akron, Ohio, for a copy, which will be mailed free.

McKeesport, Pa., Show.

The McKeesport Poultry and Pet Stock Association announces the dates of its next show, Dec. 27, 1909-Jan. 1, 1910. W. Soles, Sec'y.

Combining Desirable Qualities.

A combination of great laying ability and show qualities is the tendency of the times. This, no doubt, explains the excellent success that Mr. Frank Churchill Sibley, 1032 E. Jefferson St., South Bend, Ind., had last season in sales of stock and eggs from his great strain of Rose Comb R. I. Reds. To illustrate this union of utility with high exhibition quality, attention is called to a letter he received last February from Mr. A. I. Isgrigg, 3219 No. Illinois St., Indianapolis, Ind., reporting that one of the hens purchased from Mr. Sibley in December, 1906, laid 231 eggs from Jan. 1, 1907 to Jan. 1, 1908, and what is an unusual feature, the egg producer has also held her color. It is reported that Mr. Sibley's winnings for the season 1908-'09 have been unequaled by any one exhibitor of one variety of birds, and at such shows as Indiana state fair, Chicago, Detroit, etc.

Are You One of the Blind Men?

Some poultrymen are much like the famous three blind men of Hindustan. They went to see an elephant; one, grasping the trunk, declared him long, thin and squirmy, like a snake; the second, embracing a leg, saw it as a tree, rough barked and tall; the third, striking the great broadsides of the beast, was quite sure it was something like a house; neither had a very clear idea of the truth. So with some poultrymen in sizing up

Hall's Mammoth Incubators and Brooders.

To one it is too large; to another it must be unreliable; to a third it seems as though it would require too much work. None of these objectors know from actual "sight" and experience, or they would know that Hall's Mammoth Machines are none too large for the need of an aggressive, growing poultry raiser; that they are absolutely dependable in their automatic workings at all times, and that with

HALL MAMMOTH INCUBATORS AND BROODING SYSTEMS

it requires less labor to hatch and raise 5,000 chicks than is required to hatch and raise 500 in the ordinary way. Our claims are backed by our guarantee, and are proved by such testimony as the following:

PITTSFIELD POULTRY FARM COMPANY, Breeders of Barred Plymouth Rocks, Exhibition and Utility.

F. W. Briggs, Gordon Dobson, Props; L. A. Cown, Supt.

PITTSFIELD, ME., June 15, 1909.

HALL MAMMOTH INCUBATOR CO., SOUTH COLUMBIA, N. Y.

DEAR SIRS:—Referring to your inquiry as to what success we have had with the equipments bought of you, we will say we have had the very best success. It does all you claim for it and more. We did not realize how superior it was and how necessary to us until well into this season. We have been favored with a large increase in sales of day-old chicks, and we should have been unable to handle it without this equipment. The incubators are very simple and economical to operate, and enable us to sell our chicks at a profit at a much lower figure than we could under the old system of small machines. One man can handle more than twice as many eggs in your incubators than in the old way.

While we are well pleased with the incubators we are doubly so with the brooders, and consider them very nearly perfect: we are confident they will raise much larger percentage of chicks than any other brooder made.

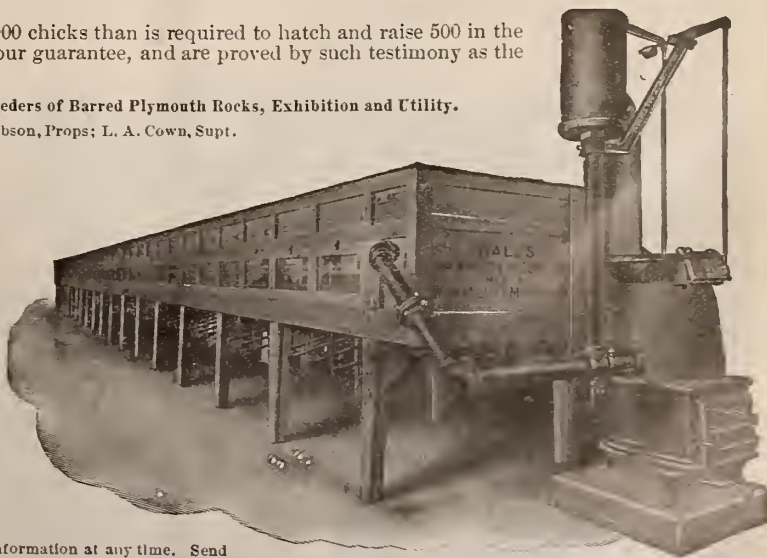
We shall be glad to recommend your equipments to any one inquiring regarding them. They are a God-send to the poultry industry. Yours very truly,

PITTSFIELD POULTRY FARM CO.

[Signed] F. W. BRIGGS, Mgr.

We are ready to give you full particulars and information at any time. Send for our new booklet, "Results."

HALL MAMMOTH INCUBATOR CO., Dept. F, South Columbia, N. Y.



To say, when writing advertisers, "SAW AD. IN FARM-POULTRY," will benefit you—please them—and help us.



Big Practical Lakewood Farm.

By FRANK L. PLATT.

Lakewood Farm is the most widely known and most talked of poultry plant in all the eastern states today. As a breeding establishment it has grown marvelously. This past season 39,912 eggs were sold for hatching; some over 60,000 day old chicks were shipped; besides 32,877 sterile, fresh, premium eggs marketed the first five months. Then there is an enormous sale of stock birds, and, additional, for the commercial revenue, the trade in broilers is to be mentioned.

Lakewood Farm itself consists of sixty acres, but this year this land holding has been increased, and the plant will be enlarged. Nearer New York, on the Central railroad of New Jersey that runs from the metropolis through Lakewood to Atlantic City, is Eatontown. Here the Lakewood Company have acquired a farm of 170 acres, and are building and equipping a large plant to be run in conjunction with Lakewood Farm. With this enlargement and addition there will be a total housing capacity for 30,000 laying hens.

To market the products of the farms, a branch store has been opened at 517 West 32d street, New York city. Two substations are about to be established in addition, for the easy distribution of the products. This New York scheme, like the farms themselves, is founded on commercialism. The private trade will be catered, and Lakewood's newly laid eggs and petite roasters will be sold to the man who eats them. It is an undertaking by the producer to market his products, and so secure middle profits. In addition to the three stores in New York, a branch will be opened in Lakewood, and another in Elberon, N. J.

To keep the breeding establishment stocked, supply the market call for eggs and broilers, and furnish stock birds, hatching eggs and baby chicks to other breeders, requires great hatching and brooding capacity; and after all the fundamental basis of success in the poultry business resolves into incubating the eggs and brooding the chicks. The best of feed and care cannot transform poorly hatched, unnaturally brooded chicks into profit payers.

After careful inquiry an order was placed with the Hall Mammoth Incubator Company, of South Columbia, N. Y., for a 15,000 egg Mammoth incubator to be installed at Lakewood, and a 6,000 egger and four one hundred foot brooding systems for Eatontown. This equipment has been given a thorough trial the past season, and the results have been most satisfactory. The Mammoths were run in competition with oil heated machines, and Brown has relegated the latter as an-



The present brooding system at the Lakewood Farms has been abandoned, and the Hall Systems are being installed.

tiquated, and is now installing, in addition, at Lakewood, two 16,500 egg Halls and five one hundred foot brooding systems, also at Eatontown another 6,000 egg Hall. This gives the Lakewood Farm Co. a total incubator capacity of 60,000 eggs every three weeks.

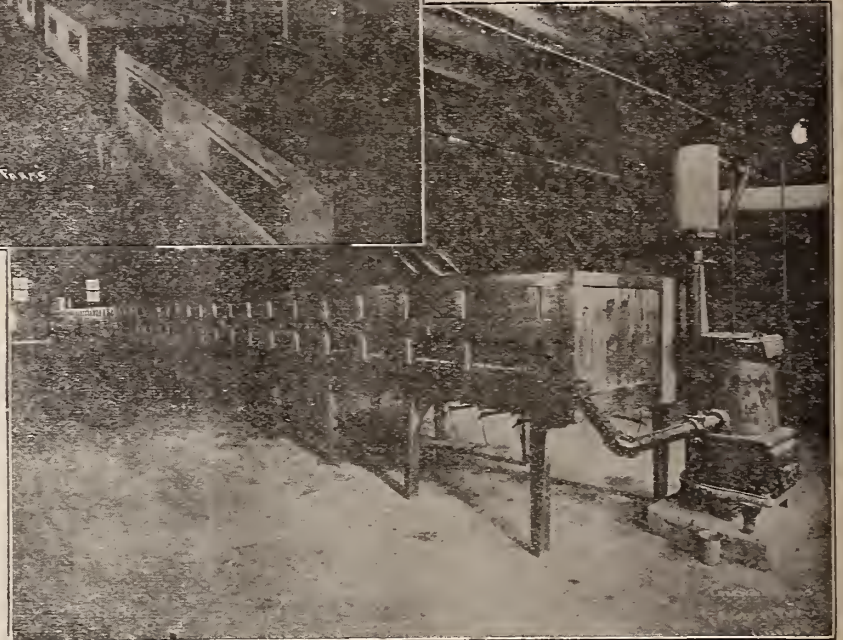
Speaking of the Mammoths, Brown said: "The results far exceeded my most sanguine expectations, and the equipment makes possible the economical production of poultry and eggs in vast quantities. I know the chicks are stronger and have more vitality. The first eight months in 1908, we burned 3,000 gallons of oil, that cost us 10½ cents a gallon. This season we have burned but one ton of coal, \$5.90. A year ago two men were in our incubator cellar all the time; this season one man has done the work, and we have used him at least four hours a day on other jobs. One great advantage with the Mammoth incubator is that it does away with the necessity of caring for a multiplicity of individual lamps. It also eliminates the noxious oil fumes. The machine is heated from a single hot water jacket heater, and this Hall heater is unrivaled for reliability and efficiency. The regulator is the acme of perfect control, and it is impossible for the water to get too hot or too cold."

international prominence, has designed what is now on the market as the Stevens Hammerless Repeating Shotgun, No. 520. It is so modern in its lines and so superior in its special features that a great popularity is assured for it.

This new gun is equally well adapted to trap or field work, and is still further appreciated because of its very moderate cost.

The barrel is of Stevens compressed forged steel, and is as strong as it is possible to make a shotgun barrel. It is 12 gauge and chambered to take a 2½-inch shell. The finish is in black oxide, which gives a beautiful and lasting appearance.

One of the most valuable features of this gun is that none of the interior parts pro-



A 15,000 Egg Hall Mammoth Incubator on the Lakewood Farms.

"Great Guns."

A New Member of the Stevens Line Which is Sure of Wide Popularity.

Probably all of our readers are familiar with the high reputation of the J. Stevens Arms & Tool Company, and the line of guns and rifles which has made the name of "Stevens" famous. It is possible, however, that comparatively few realize the great strides toward perfection which are constantly being made.

Mr. John Browning, an inventor of

trude or interiere with the free and safe handling of it, while its simplicity makes it possible to take it down or put it together more quickly than any repeating gun on the market.

Any readers who may be "thinking gun" may be helped to a wise choice by the particulars regarding the new 520 or any of the standard pieces made by this well known firm by sending 6 cents in stamps to the J. Stevens Arms & Tool Company, 260 Front St., Chicopee Falls, Mass. This covers postage on their free booklets, which contain a lot of interesting matter for the sportsman.



A GENERAL VIEW OF LAKEWOOD FARMS, LAKEWOOD, NEW JERSEY.

THE PARK & POLLARD CO.

DRY-MASH

MAKES THEM

LAY, or BUST!

Eggs are high and promise to make new high records this fall and winter. Be sure and follow carefully the new hints and wrinkles outlined in our free book: "Blue Ribbon Results, or Preparing the Pullets for Early Fall and Winter Laying."

If you did not receive a copy, send for it today. Be sure that your dealer carries a full line of our feeds, and insist upon getting them. Tell him that there are none "Just as Good," at any price.

Come in and look over the Parrots. We have the best stock in Boston. Money back if they fail to please you.

Young's Rat Destroyer is still cleaning out the rats wherever used; 25 cents per package. Money back if you find any rats remaining.

Be sure your growing chickens get plenty of air during these hot nights. The foundation for a season's crop of roup is often laid in September by keeping the growing chickens too warm. Look after them.

WE WILL SWAP Pullets for your old hens—all on the basis of what they weigh. F. O. B. Boston. Write for particulars, giving full description of stock you have to dispose of.

THE PARK & POLLARD CO.,
Originators and Sole Owners of the Dry-Mash System of Feeding Poultry.
46 Canal and 139 Friend Streets, Boston, Mass.

Are You Interested

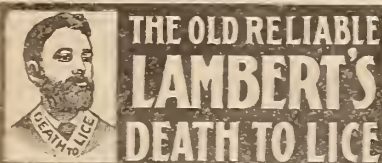
In raising poultry, live stock, produce, fruit, honey, or other farm products? If so, send ten cents for a 3-months trial subscription to the "RURAL FARMER."

It Tells You

All about farm cultivation, orcharding, live stock and poultry breeding. How to market crops successfully; informs you how to ship, pack, crate, bill and get returns. "RURAL FARMER" columns are rich in things you should know. Three months for 10 cents. Published weekly—50 cents per year; 3 years for \$1.00, or \$1.00 per year for club of three persons.

"RURAL FARMER," 44 S. 3d Street, Philadelphia, Pa.

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Months
Trial Subscription
10 cents



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LAMBERT'S
DEATH TO LICE**

is the "real" article that has stood the test for 25 years. Has no superior for destroying lice. It saves the hens and increases Poultry Profits. Try it and be convinced. Sample 10 cts. If your dealer cannot supply you, send us his name. "Modern Poultry Problems" mailed for 2c stamp.

O. K. STOCK FOOD CO.,
419 Traders Bldg., Chicago.

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Boston, Mass.

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Special Outlet for Fancy Goods.
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If you would keep in touch with British Poultry Keepers

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THE ILLUSTRATED POULTRY RECORD

Edited by E. T. Brown.

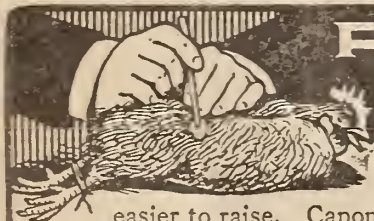
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